

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLIII. NEW YORK, JUNE 3, 1903.

No. 10.

J. S. BRIGGS

OUR LEAFLET

## How to Key Your Ad

Gives Some Pertinent Pointers on

### Summer Circulation

and explains the monthly key,  
as well as the publication key.

**Write for it. It's free.**

Every advertiser should read it.

## THE WOMAN'S MAGAZINE

ST. LOUIS, MO.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 26, 1893.

VOL. XLIII.

NEW YORK, JUNE 3, 1903.

No. 10.

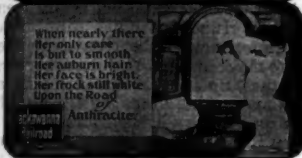
## "THE ROAD OF ANTHRACITE."

It began with a change of heart. Until 1899 the Lackawanna was almost exclusively a freight road, running through rich coal regions that gave an abundance of profitable traffic. Passengers were carried, of course, but the Lackawanna's attitude toward passenger business was similar to that of Mr. Vanderbilt toward the public, expressed in his immortal phrase. The road's passenger equipment was far from modern, while under an old contract with the Pullman Company it ran only such sleepers as had lost their first ruddy tints of youth. There were four ways of going from New York to Buffalo (when one had to go)—the New York Central, the Erie, the Lehigh Valley and the Lackawanna. The first three roads had advertised extensively for years. The Lackawanna had never spent money in newspapers or magazines to acquaint the public with the fact that it ran through a delightful mountainous region. It is apparent which route got the least passenger business. Early in 1899, however, the inevitable happened, and a new president came to the Lackawanna—Mr. W. H. Truesdale, who had been vice-president and general manager of the Rock Island, and who had the Western activity and the Western way of doing things. Among the officials included in his scheme of reorganization was an advertising agent. Mr. W. B. Hunter, known to Mr. Truesdale through his work as railroad editor of the Chicago *Times-Herald*, was chosen for the position, which he held until he became advertising manager of the Force Food Company something over a year ago. Mr. Hunter began a campaign in magazines and dailies, emphasizing the cleanliness

and comfort of travel by the Lackawanna, but his valuable work was to make friends with the newspapers. In the old days few newspaper men had ridden over the Lackawanna through the courtesy of its management, while for opposition there were Mr. Daniels, Mr. Cook of the Erie and Mr. Lee of the Lehigh Valley, each eager to demonstrate the beauties of his route. Knowing practically nothing about the beauties of the Lackawanna, the newspaper fraternity said nothing about them. Mr. Hunter's wide acquaintance among newspaper men established a new order of things in three years, and to-day the Lackawanna numbers hundreds of friends who are desirous of being kindly to it in print—a form of kindness that pays. When Mr. Hunter took up the "Force" campaign the position of advertising agent of the Lackawanna was given to Mr. Wendell P. Colton. Mr. Colton had left college two years before, and his practical experience of advertising was best indicated by the Latin nihil. He had good ideas, however, and perhaps this inexperience gave him the advantage of approaching his proposition, unhampered by precedents. Looking over the conditions and possibilities he also was impressed with the idea of cleanliness. Ballasted wholly with rock and burning hard coal on all passenger trains, a day's journey meant freedom from grime and cinders. Some of the competing roads burned anthracite on their limited trains, but the use of hard coal on all passenger trains was peculiar to the Lackawanna. Mark Twain had paid the tribute of a telegram, "Left New York on the Lackawanna Railroad this morning in white duck suit, and it's white yet." Thereupon he invented the phrase "The Road of Anthracite," and proceeded to give it pub-

licity through dailies, magazines and car cards. Verse attracted him as a medium of expression. "Spotless Town" demonstrated the value of good jingles, and the very fact that so much bad verse was used in ad-

in the form of a booklet in the original colors. An edition of 50,000 was exhausted in six weeks, and a second edition of 50,000 in two months. Then I went to Calkins & Holden, the New York specialists, and outlined the idea of 'Phoebe Snow.' This series consists of six cards, and made its appearance in the cars the first of April. 'Phoebe Snow' embodies a more vigorous idea than the first series, and has caught the popular fancy even more quickly than the 'Maiden in Lawn.' We are receiving even more requests for this series, and together with the catch phrase, it is giving the road a tremendous reputation. Nor are the results confined to popular interest, for the difference between the Lackawanna's passenger business for 1899 and 1902 was fully \$1,250,000 in favor of last year. The use of jingles to advertise a railroad that had always been staid and conservative was a big departure, but results are large for that very reason. Besides these cards we are in the magazines and dailies, and have put out many posters the past year. In the magazines I am using high-grade pictures. In April and May our magazine ads were illustrated with two spirited outdoor pictures by George Wright, the illustrator who made the pictures for Scribner's series of fire stories, and one of the best men in New York. I go upon the belief that it is a compliment to the reader's intelligence and taste to use something that is really good in design. The American public appreciates the best in drawing, and though such illustrations are costly they are none too good to fill space costing from \$300 to \$500 a page. Poor illustrations and bad English are indications that the advertiser undervalues his readers' intelligence, and also leave room for a suspicion that he is equally indifferent about his product. It is said that the commodity must be as good as the advertising. Conversely, I believe that our publicity must be as good as our passenger service. The 'Phoebe Snow' verse is good from the standpoint of jingles. It was furnished by Calkins & Holden. The verse for the first series was



vertising seemed a reason for using verse that was technically good. A series of seven cards, modeled on "The House that Jack Built," was put out in the cars of nearly every city from New York to Chicago. This series was entitled "A Romance of the Rail," and told the story of "a maiden all in lawn" who was won by a swain in a duck suit during a trip on the "Road of Anthracite." They were married by a priest in white, and arrived at Buffalo in a spotless condition.

"These cards were seven-color halftones, made by the American Bank Note Company, and cost twenty-five cents apiece—perhaps the most expensive car cards ever put out," said Mr. Colton recently. "Immediately after their appearance in the cars we began to receive requests for sets. People wanted them for advertising parties, and they were in particular demand among college boys and girls as frieze decorations. The cards themselves were too costly for gratuitous distribution, of course, so the series was printed

my own work. Our policy is to keep hammering at one point. That point is the fact that the Lackawanna is the cleanest road between New York and Buffalo.

"Another form of advertising that is showing gratifying results is the hotel publicity in dailies for our resorts, Delaware Water Gap and the Pocono Mountain region, in Monroe County, Pennsylvania. Until last year it has been the custom of hotel-keepers at these resorts to advertise separately in the New York and Philadelphia dailies, each running cards of from five lines to an inch or two inches. Some of them did not advertise. At the beginning of last season we went to the hotel men's organization of Monroe County and perfected a plan whereby all this advertising is syndicated in one large ad. The Lackawanna pays twenty-five per cent of the cost of the campaign, and space averages about ten cents a line to the hotel men. Instead of a jumble of small cards, each telling the same story and making no great impression, we take seven inches four columns

name of proprietor and any other details that the hotel-keeper wishes to add. These ads are neat and informing, and they make an impression. Last season, as you remember, was cold and wet. Many New Yorkers stayed in town all summer, while the resorts along the Jersey coast and in the Adirondacks were only half filled. Yet every hotel in our resorts was packed with guests, and the business was so good that twice as much money will be spent for advertising this year. Not only the hotel men contribute, but merchants as well, for this syndicated advertising brings business to the whole region, and all share in the prosperity. Next year three times as much will probably be spent, for well-managed advertising feeds upon itself and brings its own increase. The hotel men's organization numbers seventy members, of whom forty advertise at Delaware Water Gap and twenty-five in the Pocono Mountains. The ads appear in New York, Brooklyn and Philadelphia dailies, running from early spring to the middle of July. We have selected papers well-known for their quality as summer resort mediums—the *Sun*, *Evening Post*, *Brooklyn Eagle* and so on. The hotel man who can afford to spend \$100 in advertising his house would get only a five-line card in three or four papers during the season, and his ad would be so small that it would attract only the man who was earnestly seeking it. By our syndicate plan, on the contrary, the same appropriation buys a 400-line ad in thirteen papers throughout the season, and the advertising is of a kind that forces a whole region upon the attention of readers at the time when they are planning vacations. In making such plans the first thing that a man or woman does is to select the locality. Settling upon a hotel is a secondary matter, more than likely to be arranged by correspondence. These large ads put the reader in touch with the hotel men.

"I do not care to state the amount of the Lackawanna's present appropriation, but can say that it is sufficient to carry on a



wide, tell all about the region in a clean cut paragraph at the top and then run a one- or two line card for each hotel under its geographical division, with the number of guests that can be accommodated,



modern, active campaign. The passenger traffic shows direct results for what we have done so far, and will doubtless grow so long as we keep hammering away at our idea. We have plans for other advertising that will be radical, but prefer to work them out before we talk about them."

#### EXCLUDES DECEPTIVE ADVERTISEMENTS.

The New York Times omits announcements of fraudulent enterprises from its advertising columns just as scrupulously as it omits sensations from its news columns.

You may do a man one hundred good turns and he will forget it; but do him one little injury and he will remember it as long as he lives. Likewise one little misrepresentation made in your ad will be remembered by a customer long after one hundred correct statements have faded from his memory.

### THE JOURNAL-NEWS

of Evansville, Ind., is credited with

**The Largest Circulation**

in that city in the American Newspaper Directory for 1903.

## Toronto Evening Telegram

Daily Circulation,

**31,428**

and

**34,000**

on Saturday evening.

No other Toronto paper circulates half so many in the city.

**PERRY LUKENS, Jr.,**

New York Representative,

**29 Tribune Building.**

## The Chicago

### Record-Herald

gained in April, 1903,  
over April, 1902,

**Daily, - 5,653**

**Sunday, 48,734**

Daily Average, April, 1903

**160,160**

Sunday Average, April, 1903,

**195,613**

The only known Morning  
and Sunday Circula-  
tion in Chicago!

### CLASSIFIED ADVERTISING

IN THE

## Milwaukee Journal

is increasing steadily for the very good reason that results to the patrons of those pages are satisfactory. THE JOURNAL is the recognized want ad medium in its field.

**RATES:**  
**ONE CENT** **2** Lines  
**per Word.** Times  
Bits

Daily average circulation for April,

**31,647.**

**The Journal Co.**

S. B. SMITH, C. D. BERTOLET,  
30 Tribune Bldg., 705-7 Boyce Bldg.,  
New York. Chicago, Ill.

## *From time to time*

use has been made of space in PRINTERS' INK to voice the sentiment of San Francisco advertisers touching the drawing qualities of the . . . . .

# San Francisco Call

In this connection the communication reproduced on the opposite page is of special importance.

**At the outset**, the management of Prager's, San Francisco's new Department Store, thought it advisable to use comparatively little space in the CALL.

After about three months the management of the Advertising Department was changed and put under the able direction of Mr. Homer A. Boushey, who has been responsible for some of the best advertising matter in use in San Francisco papers.

Mr. Boushey, at an early stage of his work, recognized the fact that **a great home clientele was being largely overlooked**, and insisted upon an increase of his advertising appropriation.

The firm's letter shows that in two-thirds of a year the **entire contract has been exceeded by 150 per cent.**

It is due in a large measure to CALL space, occupied by convincing advertising matter, that Prager's is now one of the great busy centers of the San Francisco shopping trade.

The SAN FRANCISCO CALL is printed every day of the year.

It guarantees an average circulation **daily** in excess of **60,000** copies, and **Sunday** in excess of **75,000** copies.

The bulk of this large circulation is **in the homes.**

**The CALL has a wider distribution in homes specially desirable to advertisers of legitimate goods than any newspaper published on the Pacific Slope.**

Write for advertising rates.

---

### ADVERTISING REPRESENTATIVES:

**STEPHEN B. SMITH,**

**C. GEO. KROGNESS,**

30 TRIBUNE BUILDING, NEW YORK.

MARQUETTE BUILDING, CHICAGO.

**JOHN D. SPRECKELS, Publisher and Proprietor.**

# 60,000 Daily. 75,000 Sunday



*San Francisco, Cal. April 20, 1903*

Mr. E. J. Martin,

Business Manager S. F. Call,

Dear Sir:-

Under our present contract with the Call our advertisements are not entitled to any special position and we desire to know what arrangements can be made for this position when our new contract is signed.

The existing contract which still has four months to run calls for 10,500 lines. As you are aware we have already used to date over 25,500 lines. This use of space in excess of the terms of our contract and our desire to employ your columns to a greater extent in the future is susceptible of but one explanation - Results.

We have been surprised and more than gratified over the returns from a liberal use of Call publicity, a condition which could not have obtained did the Call fail to possess what it claims - a large circulation in the homes.

Yours truly,

Prager Company Inc.,

By,

*Home A. Bousley*  
Adv. Manager.

## IN THE HOMES.

## BUSINESS LETTERS.

Writing business letters is a fine art, an art in which, notwithstanding, there are few masters. It would be mere pedantry to lay down a hard and fast set of rules for writing successful business letters. The "Ready Letter Writers" and "Business Men's Compendiums" do that, and the business man who is content to copy their forms is to-day a back number. It is, however, worth while to consider some of the elements that contribute to the production of letters that will bring business. In the first place, the letter writer must be interested in his subject, not only know it thoroughly, but feel its importance. His must, in its way, be as burning a message as poets write or prophets proclaim. Without this vital personal element, a letter, however neatly turned its phrases, is cold and unconvincing. Then, the letter writer must know the class of people whom he is addressing. Both men and women are not reached by the same kind of an appeal, neither are the educated and the ignorant; city people and farmers; professional men and laboring classes. Sectional differences, too, must be taken into account. A letter that will be very effective in Arkansas may fall flat in Michigan.

Letters to business men should be short, interesting, and pertinent—such men have little time to waste on formalities or elaborate details. The letter should start in such a way that it will attract a busy man's attention. A crisp, business-like sentence, a new way of putting an old truth, a very brief and very pointed anecdote—these are suggestions for an opening. The body of the business letter sent to business men should be a clear and logical presentation of the subject in hand—in the fewest possible words. Leave out unimportant details; make the essential points prominent. Don't begin with the end of your story and work back—lead up to something, so that when the reader finishes, the last and most vivid impression on his mind will be a virtual summing up of what you have been

writing. Make your last sentence a distinct, definite, forceful conclusion of the whole matter. Don't be too funny. A certain class of advertising men a few years ago started a facetious sort of advertising, in which everything was written in the "slap him on the back," "poke him in the ribs," "jolly him along" vein. The letters of these self-styled experts read like a cheap vaudeville sketch, and are about as effective in bringing business. While it is not necessary to keep business correspondence on a level of icy dignity, still, practical business men are disgusted by too great familiarity in a letter from a stranger. Finally, don't be too insistent. Remember that a letter may have force, and lack strength. Don't try to convince a man against his will, or you may make yourself obnoxious. A few years ago a tailor began sending literature on his dress suits, every one accompanied by a letter, and every letter after the first alluding to the fact that its recipient hadn't ordered yet. In his fourth letter, this zealous writer prefaced a special offer by a declaration that he was going to force the reader into taking advantage of a good thing. After that declaration he couldn't have made the sale if he had offered his suits for \$5, and had written daily follow up letters for fifteen years. C. E. WALTERS.

## BUSINESS EXPRESSION ILLUSTRATED.



RETAILING AN IMPORTED ARTICLE.

# 10,264

## NEW CITY SUBSCRIBERS

is the record May 1 to May 20 of the

# Kansas City World

---

To meet its well-known competition of "13 papers for 10 cents" **THE WORLD** reduced its price by carrier to "**5** Cents a Week"—"seven issues a week **5** for a nickel." This unprecedented bargain has swept the town.

### THE KANSAS CITY WORLD

now guarantees advertisers a paid circulation exceeding

COPIES **70,000** DAILY

THE WORLD is the only Democratic paper in a Democratic city. It is the most popular newspaper Kansas City has ever had.

---

### FOREIGN ADVERTISING DEPARTMENT.

**B. D. BUTLER, MANAGER.**

**JAS. F. ANTISDEL.**

**CHAS. D. BERTOLET.**

**52 TRIBUNE BLDG., N. Y. 705-7 BOYCE BLDG., CHICAGO.**

**TEL. 2807 JOHN.**

**TEL. 481 CENTRAL.**

## QUAKER CITY POINTERS.

By John H. Sinberg.

The many wall paper cards now appearing in the street cars of Philadelphia prompted my calling on one of the largest wall paper advertisers in town, and our talk resulted in my gleaning the following interesting information:

"There has been of late a marked improvement in the wall papers on the market. The manufacturers have begun to perceive the great scope for good designs that their business offers, and these they are advertising in newspapers, street cars, by booklets and posters. An admirable paper for nurseries has recently come from France. This paper contains big pictures of circus scenes—clowns tumbling about, young women standing on galloping steeds, poodles jumping through paper hoops and elephants ringing dinner bells that they hold in their trunks. The new art figures in another line of papers; here strange, subdued hues of red and green are to be seen, with the fantastic lines, similar to the lines of flowers and reeds, that the 'new art' is said to be based on. An old fashion, too, is being revived—the fashion of wall papers containing panel pictures three or four feet square. These pictures are usually mythological. But other smaller pictures portray more modern scenes, and in these huntsmen ride to the hunt, Dutch children in sabots dance hand in hand, ballet girls pirouette. There is one paper that looks, upon the wall, like a sheet of pure gold. Another looks like beaten silver. Altogether the wall papers of to-day are more varied and more beautiful in design than they have ever been before."

\* \* \*

A novelty which is attracting the women to Gimbel Brothers' Department Store is the Pure Food Show. Forty demonstrators are showing how to make as many food products, and the presence of an orchestra gives the Gimbel Show the appearance of the regular fifty cent food shows usually held annually in Philadelphia—the difference being that there is no charge to the Gimbel Food

Exhibition. Here's an extract from the Gimbel advertisement in connection with their Food Show:

Pure Foods are not mere fads. The proper nourishment of a people underlies all advancement in culture, art and science. Strong minds in strong bodies are the hope of the world.

The Gimbel grocery business has good reason for its existence—wrong ideas of economy have made a field for the sale of very poor foods. The masses have gone wrong—kitchenward—and a thorough, scientific business was needed to call a halt. It is true economy to learn better ways in dietetics. The lessons are forceful because given by a business organization that has won wide renown for carefulness and good service.

\* \* \*

A feature of the recent Wanamaker page advertisements has been the incorporation of terse and catchy phrases, each being numbered and called "foundation stone." Here are a few of the best:

"Return of goods arranged quickly and pleasantly."

"Almost everything sold is returnable."

"Books or other merchandise not used as bait."

"Nothing first marked up to be marked down."

"All prices based on Cash."

"To all alike one price."

"No catch penny prices or methods."

"No Untrustworthy Merchandise."

"Always largest, fullest assortment."

"Merchandise Secured at its Source."

"Sure to be first with new Goods."

"Price reductions that Really Reduce."

"No juggling with tickets, prices or imitations."

"All goods returnable with few exceptions."

"Rapid sales require fresh Merchandise."

"Mutual Confidence."


"Qualities First, Low Prices Next."

People of the Boardwalk at Atlantic City have taken a keen interest in an example of the hustling advertising man's abilities that stares them in the face. The wrecked schooner Lee, which went hard and fast upon a shoal not more than 100 yards from the walk several weeks ago, remains secure on the sands, with the two masts pointing skyward above the sea, the hull invisible at high water. Of course, everybody is interested in the wreck and wants to know all about it and it gave the advertising man a temptation he could not resist. The other day there appeared a huge sign, stretched from mast to mast, announcing "Wilson Whisky. That's All."

The American Newspaper  
Directory for 1903 shows

THE  
**PITTSBURG PRESS**

to have a larger circulation  
than any other newspaper  
published in Pittsburg.



C. J. BILLSON,  
NEW YORK AND CHICAGO.



## INCREASING A NEWSPAPER'S ADVERTISING.

The following excerpts from an address delivered to the Illinois Press Association by Mr. Waldo P. Warren, advertising manager of Marshall Field & Company, Chicago, embody some factors in newspaper management that are seldom regarded by publishers, but which will repay attention:

The advertising most newspapers send to advertising men, such as circulars, letters, folders, booklets, are as a rule poor examples of advertising, and do not make a good impression. They do not consider the advertiser's standpoint. They usually brag about circulation, and run down all their competitors. Some of the advertisements for newspapers found in the advertising journals have merit, but the circulars they send are usually very poor specimens.

Speaking of antagonism to competitors, there is nothing about that which appeals to the advertiser. The average advertiser has a great deal more respect for a newspaper which never refers to its competitor than he has for one which is always trying to undo some one else.

There is something inspiring about the competition which tries to surpass in general excellence, but when effort is turned to lowering the other man's honest efforts in the eyes of his patrons—that is a mistake which hurts the man who does it. A newspaper should have some distinguishing characteristic. It should not be content with a newspaper; it should aspire to be the foremost newspaper on local news, or sporting news, or financial news, or society news, or literary things, or something which other papers in the same field do not cover so thoroughly. Nothing will draw so much business to a paper as the fact that advertisers have to use it to reach a certain class of persons. There are enough things which need doing to go around. No matter how many papers there are in a field, there is room for each one to do one thing better than any of the others can do it. It is possible for a local newspaper to become widely known outside of its own immediate field if it contains even one thing the people want which is not to be found elsewhere.

Another scope of opportunity for the publisher is that of creating advertisers, by educating the public to the value of advertising. Many publishers think that the idea to insert an advertisement in the paper originates with the man who places the order. Now that is a mistake. Let us suppose there is a merchant in your town who is in a position to advertise. You lay before him all the arguments you have to prove that it will pay him. You think you have won him. But the next day he informs you that he has decided not to spend the money. You seek in vain for the cause of that action. The probable secret is that his wife does not believe in advertising. Your side of the question has never reached her. Now if you could educate the women to believe in

advertising it would make the way smooth for you.

Another origin of advertising is that friends sometimes recommend it, when business affairs are being talked over. A friend may be in some business which never advertises, and he may or may not believe in advertising; but whichever it is you are likely to feel the echo in the conclusions some of your advertisers reach on the subject. So you must do something to educate that friend to believe in advertising.

Now let us suppose there is a dry goods store in your town and you get an advertisement from it. You may think that it originated in the mind of the proprietor; it originated in the mind of one of the saleswomen. She observes that things in her particular stock have not been moving well the past few days; and she begins to think about advertising. After a while she gets up courage enough to suggest it to the head of the department. He decides he will include a few other items, and then suggests the matter to the proprietor, and the plan receives official recognition, the copy is prepared and sent to the paper for publication. Now, suppose that saleswoman had not believed in advertising? Where would that advertisement be?

Advertising does not start nor stop with the people who pay the bills. All the people have a hand in it. So if the people believe in advertising there will be plenty of it; and if the people do not believe in advertising there will be very little of it. So advertising becomes a topic upon which the public needs to be educated. A discussion of some of its phases might properly form a part of the reading matter of your paper in almost every issue. If such discussions can bring about a wider understanding of the subject, so that the money which is now being spent will be more intelligently spent, and perhaps a great deal more might be profitably spent if people knew how and why to do it. Such a course of public education would be productive of much good for all.

It is a great opportunity for the publisher to teach his public how to use the want ad pages so as to get the best results. And in almost every instance this teaching will mean that the advertiser shall take more lines and tell more in his advertisement. This will pay the advertiser in better returns.

## CATCH LINE OF ADVERTISEMENT ILLUSTRATED.



"THE WORKING MAN'S SMILE." (QUAKER OATS.)

## **CLEVELAND is the Metropolis of Ohio The Plain Dealer its Leading Newspaper**

### **CLASSIFIED ADVERTISING PROVES A NEWSPAPER'S ADVERTISING WORTH**

**I**N CLASSIFIED ADVERTISING, more surely than in any other kind, every reply can be traced with absolute certainty. So the classified advertiser eliminates every element of doubt as to the relative usefulness of given papers. His choice of mediums is founded on *definite results*. His experience is worth the consideration of advertisers who cannot themselves so certainly measure the value of each medium.

### **The Figures that tell the Tale of 1902**

Columns Classified Advertising  
published by Cleveland newspapers in 1902:

<b>PLAIN DEALER.</b>	<b>3803 3-4</b>
Press, . . . .	3030 3-4
Leader, . . . .	2240 1-2
World, . . . .	1506 1-4

**Showing The PLAIN DEALER'S  
Lead:**

Over the Press, 773 cols. 25 p. c.
" Leader, 1563 1-4 " 69.7 "
" World, 2297 1-4 " 152 "

### **Some Figures on 1903.**

**JANUARY, FEBRUARY, MARCH AND APRIL.**

Columns Classified Advertising  
published by

THE PLAIN DEALER,	1402 1-4
The Press,	1123 1-4
The Leader,	795 1-4
The World,	502 1-4

**THE PLAIN DEALER LEAD:**

Over the Press, 279 cols. 24.9 p. c.
" Leader, 607 " 76 "
" World, 900 " 179 "

### **The Plain Dealer's April, 1903, Circulation.**

**Daily 64,054. Sunday 58,550.**

The Circulation of THE SUNDAY PLAIN DEALER is double that of any other Cleveland Sunday paper and fifty per cent greater than that of all other Cleveland Sunday papers combined.

The circulation of THE DAILY PLAIN DEALER is double that of any other Cleveland Morning Paper.

### **CIRCULATION BOOKS ALWAYS OPEN TO INVESTIGATION**

**C. J. BILLSON, Manager Foreign Advertising,**

**Tribune Building, Chicago.**

**Tribune Building, New York.**

## CLASS PAPERS DEVOTED TO IRON, METALS, MECHANICS, IMPLEMENTS, HARDWARE, MACHINERY.

Rowell's American Newspaper Directory, in its list of class papers, enumerates thirty-five separate periodicals devoted more or less exclusively to the treatment of matters appertaining to Iron, Metals, Mechanics, Implements, Hardware and Machinery.

In fixing values for an advertiser the circulation rating is a factor, the subscription price another; date of establishment has a bearing, too; so also the frequency of issue. It is not to be expected that an advertiser using the columns of any single one will be able to appeal to every person interested in the subjects treated, but a careful study of such information as is available will doubtless enable an inquirer to select papers that are probably better calculated than others to serve as a medium of the others to serve as a medium of communication with those who are interested in matters pertaining to the interests specified. Below are reproduced the descriptions and circulation ratings of all papers specially devoted to the subjects enumerated. They will be found arranged in classes by the order of their frequency of issue and comparative circulation ratings.

### CIRCULATIONS.

Circulations expressed in letters instead of plain figures are elucidated by the KEY printed below:

Exceeding twenty thousand.	C
Exceeding seventeen thousand five hundred.	D
Exceeding twelve thousand five hundred.	E
Exceeding seven thousand five hundred.	F
Exceeding four thousand.	G
Exceeding twenty-two hundred and fifty.	H
Exceeding one thousand.	I
Less than one thousand.	JKL

The Directory Editor takes pains to explain that: "Letter ratings are given only in cases where papers will not or at least do not furnish information upon which an exact and definite rating may be based."

These marks indicate that the paper has a value to advertisers beyond the mere number of copies printed; "C" indicates a failure on the part of the paper to convey any information on the subject of circulation; and "Z" that information about circulation was not so definite or tangible as to be satisfactory.

### DAILY.

#### NEW YORK CITY.

**AMERICAN METAL MARKET AND DAILY IRON AND STEEL REPORT:** every morning except Saturday, Sunday and holidays; metals; twelve

pages 9½x15½; subscription \$10; established 1883; American Metal Market Co., publishers, Office, 81 Fulton street.  
Circulation: In 1893, I. In 1896, publisher asserts, smallest edition, 1,450. In 1897, Y. In 1898, "JKL." In 1902, Z (1, 2, 4, 5).

### WEEKLY.

#### NEW YORK CITY.

**SCIENTIFIC AMERICAN:** Saturdays; scientific, mechanical and inventions; sixteen pages 12x16; subscription \$3; established 1845; Munn & Co., editors and publishers. Office, 361 Broadway.

Circulation: In 1894, B. In 1896, C. In 1898, H. In 1897, Y. In 1898, YC. In 1899, YC. In 1900, YC. In 1901, YC. In 1902, YC (C, C).

**AMERICAN MACHINIST:** Thursdays; mechanical; ninety-six pages 8x12; subscription \$4; established 1877; Fred J. Miller, editor; Hill Publishing Co., publishers. Office, World building (3-8).

Circulation: Actual average for 1896, 13,056; for 1897, 12,827. In 1898, Y. In 1899, YF. In 1900, YF. Actual average for a year ending with June, 1901, 16,394; for 1902, 18,561 (C, C).

#### CHICAGO, ILL.

**POPULAR MECHANICS:** Saturdays; mechanical; sixteen pages 8x12; subscription \$2; established January, 1902; H. H. Windsor, editor; Popular Mechanics Co., publishers. Office, Journal building (3-3).

Circulation: Actual average for a year ending with February, 1903, 11,612.

**FARM IMPLEMENT NEWS:** Thursdays; farm implements; forty pages 11x16; subscription \$2; established 1893; C. W. Marsh, editor; E. J. Baker, publisher. Office, Masonic Temple (2-8).

Circulation: In 1894, publisher asserts, not less than 10,000; in 1895, 10,000; in 1896, 10,000. In 1897, Y. Actual average for 1898, 10,356; for 1899, 10,404; for 1900, 10,587; for a year ending with June, 1901, 10,625; for 1902, 10,413.

#### ST. LOUIS, MO.

**FARM MACHINERY:** Tuesdays; thirty-six to one hundred and twenty-four pages 10x14; subscription \$2; established 1886; C. K. Reifsnider, editor; Midland Publishing Co., publishers; dated also at Kansas City. Office, 306 Olive street (3-8).

Circulation: In 1894, publisher asserts, not less than 10,000. In 1895, F. In 1896, F. Actual average for 1897, 10,096. In 1898, YF. Actual average for 1899, 10,288; for 1900, 10,288; for 1901, 10,093; for 1902, 10,000.

#### DETROIT, MICH.

**TRADE:** Wednesdays; groceries, hardware, dry goods and general merchandise; twenty-eight pages 10½x14; subscription \$1; established 1895; Trade Journal Association, publishers. Office, 61 W. Congress at (2-8).

Circulation: In 1898, "JKL." In 1899, H. Actual average for 1900, 3,958. In 1901, YH. Actual average for 1902, 5,109.

#### CHICAGO, ILL.

**AMERICAN ARTISAN AND HARDWARE RECORD:** Saturdays; hardware, heating and ventilation; fifty to eighty-eight pages 8½x12½; subscription \$3; established 1890; Daniel Stern, editor and publisher. Office, 69 Dearborn street (3-3).

Circulation: Actual average for 1895, 7,249. In 1896, G. Actual average for 1897, 7,389; for 1898, 7,316. In 1899, YG. In 1900, YG. In 1901, YG. In 1902, YG.

#### NEW YORK CITY.

**IRON AGE:** Thursdays; hardware, iron and metal; one hundred and fifty to two hundred pages 8x12; subscription \$5; established 1895; Charles Kirochhoff, editor; David

**Williams Company, publishers.** Office, 232-236 William street.

**Circulation:** In 1895, F. In 1896, F. In 1897, Y. In 1898, Y.G. In 1899, Y.G. In 1900, Y.G. In 1901, Y.G. In 1902, Y.G. (C.C.).

**METAL WORKER;** Saturdays; metals; eighty to one hundred pages 9x13; subscription \$1; established 1874; David Williams Company, editors and publishers; dated also at Chicago, Ill. Office, 232 William street. **Circulation:** In 1895, F. In 1896, F. In 1897, Y. In 1898, Y.G. In 1899, Y.G. In 1900, Y.G. In 1901, Y.G. In 1902, Y.G.

CHICAGO, ILL.

**IRON AND MACHINERY WORLD;** Saturdays; metals, hardware and machinery; thirty-six to sixty pages 9x13; subscription \$3; established 1862; Bruce F. Crandall, general manager. Office, 308 Dearborn street (2-3).

**Circulation:** In 1895, publisher asserts, not less than 7,500. In 1896, G. In 1897, G.Z. In 1898, Y.G. In 1899, S.H. In 1900, Y.H. **Actual average for a year ending with July, 1901, 3,592.** In 1902, (s-1, 2, 4, 11) H.

PITTSBURGH, PA.

**AMERICAN MANUFACTURER AND IRON WORLD;** Thursdays; commercial; forty pages 7x10; subscription \$3; established 1863; National Iron and Steel Publishing Co., publishers; a petroleum edition is also issued monthly; subscription \$3. Office, 213 Ninth street (3-3).

**Circulation:** In 1895, I. In 1896, Y. In 1897, publisher asserts, not less than 2,000. In 1898, Y.I. In 1899, Y.I. In 1900, Y.I. In 1901, Y.I. In 1902, Y.I.

ST. LOUIS, MO.

**STOVES AND HARDWARE REPORTER;** Thursdays; stoves and hardware; fifty-two pages 7x11; subscription \$1; established 1876; T. S. Bowman, editor; Stoves and Hardware Publishing Co., publishers. Office, 320-324 Olive street (1-3).

**Circulation:** In 1895, G. In 1896, G. In 1897, Y. In 1898, Y.H. In 1899, Y.H. In 1900, Y.I. In 1901, Y.I. In 1902, Y.I.

CLEVELAND, O.

**IRON TRADE REVIEW;** Thursdays; machinery, metal-working, foundry trade, and iron and steel manufacture; fifty-two to sixty pages 9x13; subscription \$3; established 1867; A. I. Findley, editor; Iron and Steel Press Company, publishers. Office, Rose building. **Circulation "I.L."**

YOUNGSTOWN, O.

**INDUSTRIES;** Thursdays; metals, machinery and coal; twenty-four pages 9x12; subscription \$3; established July, 1902; E. J. Reilly, editor; The Mahoning and Shenango Valley Publishing Co., publishers (3-3).

BI-WEEKLY.

MINNEAPOLIS, MINN.

**HARDWARE TRADE;** bi-weekly, Tuesdays; thirty-six pages 10x14; subscription \$1; established 1890; Commercial Bulletin Company, publishers (1-3). Office, 718 Boston block.

**Circulation:** Accorded H from 1892 to 1895. In 1896, H. In 1897, Y. In 1898, Y.I. In 1899, Y.I. In 1900, Y.I. In 1901, Y.I. In 1902, Y.I.

SEMI-MONTHLY.

CLEVELAND, O.

**ENGINEER;** semi-monthly; engineering and machinery; ninety-two pages 10x14; subscription \$2; established 1862; Engineer Publishing Co., editors and publishers. Office, Blackstone building; dated also at New York, Chicago, Philadelphia and Boston (3-3). **Circulation:** Rating varied from 9,500 in 1891 to H in 1895. In 1896, H. In 1897, Y. In 1898, Y.I. In 1899, S.I. **Actual average for 1900, 20,051.** In 1901, Y.P. **Actual average for a year ending with January 1902, 21,354.**

KANSAS CITY, MO.

**IMPLEMENT TRADE JOURNAL;** semi-monthly; farming implements; thirty-six to fifty pages 11x16; subscription \$1; established 1886; Clifford F. Hall, editor; Implement Trade Journal Company, publishers. **Circulation:** Rating varied from H in 1894

to I in 1895. In 1896, H. In 1897, G. In 1898, Y.G. In 1899, Y.H. **Actual average for 1900, 6,395.** In 1901, Y.G. **Actual average for a year ending with August, 1902, 9,187.**

NEW YORK CITY.

**HARDWARE;** semi-monthly; hardware trade; ninety-six pages 9x13; subscription \$1; established 1850; Hardware Publishing Company, editors and publishers. Office, 275 Broadway (3-3).

**Circulation:** In 1895, H. **Actual average for 1896, 5,495.** In 1897, Y. In 1898, Y.H. In 1899, Y.H. In 1900, Y.H. In 1901, Y.H. **Actual average for 1902, 8,802.**

CHATTANOOGA, TENN.

**TRADESMAN;** semi-monthly; mechanical and metallurgical; one hundred and thirty-two to one hundred and forty pages 11x15; subscription \$2; established 1878; J. E. McGowan, editor; Tradesman Publishing Company, publishers.

**Circulation:** In 1895, G. **Actual average for 1896, 7,138.** In 1897, G.Z. In 1898, Y.G. In 1899, Y.G. In 1900, Y.G. In 1901, (s-1, 2, 4, 5) G. In 1902, Y.G. (C.C.).

PHILADELPHIA, PA.

**IMPLEMENT AGE;** semi-monthly; implements and vehicles; thirty-six to forty-eight pages 11x15; subscription \$1; established 1892; Nolan Publishing Co., editors and publishers. Office, 1335 Cherry street.

**Circulation:** Accorded H from 1898 to 1899. In 1896, H. In 1897, Y. In 1898, Y.I. In 1899, Y.I. In 1900, S.I. In 1901, Y.I. In 1902, Y.I.

COUNCIL BLUFFS, IOWA.

**IMPLEMENT DEALER;** semi-monthly; manufacturing industry; twenty-six pages 9x12; subscription 50 cents; established 1898; Fred M. Loomis, editor and publisher. **Circulation "I.L."**

MONTHLY.

NEW YORK CITY.

**MACHINERY;** monthly; mechanical; thirty-two pages 9x13; subscription \$1; established 1894; L. G. French, editor; The Industrial Press, publishers; also prints an edition entitled **Engineering edition.** Office, 9 and 15 Murray street (3-3).

**Combined circulation:** **Actual average for 1896, 14,958.** In 1897, Y. In 1898, Y.F. In 1899, E. **Actual average for a year ending with June, 1900, 20,379.** **For a year ending with July, 1901, 26,101.** **For a year ending with November, 1902, 27,622 (C.C.).**

CHICAGO, ILL.

**STEAM ENGINEERING;** monthly; mechanical and engineering; eighty-four to eighty-eight pages 9x13; subscription \$1; established 1899; Daniel Royce, editor; Windsor & Kenfield Publishing Co., publishers. Office, 45-47 Plymouth place (2-3).

**Circulation:** In 1896, H. **Actual average for 1896, 7,228.** **For 1897, 15,125.** **For 1898, 21,575.** In 1899, Y.D. In 1900, Y.K. **Actual average for a year ending with July, 1901, 18,063.** **For a year ending with August, 1902, 22,594.**

**INTERNATIONAL WOODWORKER;** monthly; fraternal; sixteen pages 9x12; subscription 50 cents; established 1890; Thos. I. Kidd, editor; Amalgamated Wood-Workers' International Union of America, publishers. Office, 616 Garden City block (2-3).

**Circulation:** In 1896, H. In 1897, H.Z. In 1898, Y.H. **Actual average for 1899, 6,737.** In 1900, Y.G. In 1901, Y.H. **Actual average for 1902, 18,291.**

SMITHVILLE, N. J.

**MECHANIC;** monthly; wood-workers; twenty-four pages 8x11; subscription \$1; established 1847; John Adams Heinzen, editor; H. B. Smith Machine Company, publishers. **Circulation:** In 1900, "I.L." **Actual average for 1901, 18,500.** In 1902, Y.D.

ST. JOSEPH, MICH.

**THRESHERMEN'S REVIEW;** monthly; farm machinery; forty pages 11x15; subscription 50 cents; established 1892; J. E. Stone, editor; Threshermen's Review Company, publishers. **Circulation:** In 1894, E. **Actual average**

for 1897, 16,442. In 1898, yE. In 1899, yF. Actual average for 1900, 25,395. In 1901, yC. In 1902, yD.

## NEW YORK CITY.

**BLACKSMITH AND WHEEL-WRIGHT**, monthly; forty-four pages 11x15; subscription \$1; established 1880; M. T. Richardson Company, editors and publishers. Office, 37 Park place (3-3).

Circulation: In 1895, publisher asserts, not less than 5,000. Actual average for 1896, 5,416; for 1897, 5,829; for 1898, 8,074; for 1899, 8,666; for 1900, 10,475; for a year ending with June, 1901, 11,521; for 1902, 14,666.

**HARDWARE DEALERS' MAGAZINE**, monthly; hardware; one hundred and sixty-four to one hundred and ninety-six pages 7x10; subscription \$1; established 1898; James H. Kennedy, editor; D. T. Malet, publisher. Office, 263 Broadway (3-3). Circulation: Actual average for 1896, 7,535. In 1896, yE. Actual average for 1897, 10,000. In 1898, yF. Actual average for 1899, 11,036; for 1900, 11,742; for a year ending with June, 1901, 11,812; for 1902, 12,541 (00).

## SCRANTON, PA.

**MINES AND MINERALS**, monthly; technical mining and metallurgy; one hundred and thirty-six pages 9x12; subscription \$2; established 1881; E. H. Stock, editor; The International Textbook Co., publishers.

Circulation: Actual average for 1895, 5,567; for 1896, 6,817; for 1897, 8,013. In 1898, yF. Actual average for 1899, 8,030; for 1900, 8,267; for 1901, 9,669; for 1902, 10,333.

## MINNEAPOLIS, MINN.

**FARM IMPLEMENTS**, monthly; agricultural implements; forty-eight pages 11x15; subscription \$1; established 1887; Luman C. Fryor, editor; Farm Implement Publishing Company, publishers; dated also at Saint Paul.

Circulation: In 1895, publisher asserts, not less than 6,560. In 1896, G. Actual average for 1897, 6,933; for 1898, 7,312; for 1899, 7,529; for 1900, 7,491; for a year ending with July, 1901, 7,508; for a year ending with July, 1902, 7,521.

## INDIANAPOLIS, IND.

**WOOD-WORKER**, monthly; mechanical; seventy-six pages 7x10; subscription \$1; established 1882; E. H. Smith, editor and publisher.

Circulation: In 1895, publisher asserts, not less than 5,000. In 1896, G. In 1897, V. In 1898, sH. In 1899, yF. Actual average for 1900, 8,000. In 1901, yF. In 1902, yF.

## MINNEAPOLIS, MINN.

**CROW BAR**, monthly; blacksmithing, carriage building and hardware; twenty-four pages 9x12; subscription 50 cents; established 1894; O. P. Hand, editor and publisher. Office, 247 Hennepin avenue (12-2).

Circulation: Actual average for 1897, 4,318; for 1898, 4,625. In 1899, yG. Actual average for 1900, 4,517; for a year ending with June, 1901, 4,554. In 1902, (2-4) G.

## CLEVELAND, O.

**FOUNDRY**, monthly; foundry business; ninety-six to one hundred and thirty-six pages 7x10; subscription \$1; established 1892; John A. Penton, editor; Iron and Steel Press Company, publishers. Office, 1064 Rose bldg.

Circulation: In 1895, publisher asserts, not less than 3,000. In 1896, H. Actual average for 1897, 3,620; for 1898, 4,591; for 1899, 3,907; for 1900, 4,358; for 1901, 4,158. In 1902, yG.

## CINCINNATI, O.

**GAS ENGINE**, monthly; mechanical; thirty-six pages 6x10; subscription \$1; established 1898; Gas Engine Publishing Co., editors and publishers. Office, Goodall bldg. Circulation: In 1898, "REL." Actual average for 1899, 3,200 (±±); for 1900, 3,000. In 1901, yH. In 1902, yH.

## CHICAGO, ILL.

**MINING REVIEW AND METALLURGIST**, monthly; mining minerals and irrigation; twenty pages 9x12; subscrip-

tion \$1; established 1902; E. A. Taft, editor and publisher; issues a weekly supplement called *Mining Interests*. Office, 346 Dearborn street (2-3).

Circulation: In 1901, "REL." In 1902, (2-4) H.

## NEW YORK CITY.

**RAILWAY MACHINERY**, monthly; car construction and machinery; one hundred and eight pages 9x13; subscription \$1.00; established November, 1901; Lester G. French and Fred E. Rogers, editors; The Industrial Press, publishers. Office, 9-11 Murray st. (2-3). Circulation: In 1902, H.

## CHICAGO, ILL.

**RAILWAY MASTER MECHANIC**, monthly; mechanical; seventy to one hundred and twenty pages 9x12; subscription \$1; established 1878; Bruce V. Crandall, editor and publisher. Office, 305 Dearborn street (2-3).

Circulation: In 1894, H. In 1897, H Z. In 1898, publisher asserts, not less than 3,500. In 1899, yH. In 1900, yH. Actual average for 1901, 3,500. In 1902, (2-1, 2, 4, 5) H.

## NEW YORK CITY.

**COMPRESSED AIR**, monthly; compressed air; sixty-four pages 5x7; subscription \$1; established 1895; W. L. Saunders, editor and publisher. Office, 26 Cortlandt street (2-3).

Circulation: Actual average for 1897, 2,433. In 1898, yH. In 1899, sH. In 1900, yH. In 1901, yI. Actual average for 1902, 2,000.

## ATLANTA, GA.

**DIXIE**, monthly; mechanics; eighty-four pages 9x11; subscription \$1; established 1885; T. H. Martin, editor; Southern Industrial Publishing Company, publishers.

Circulation: Rating varied from G in 1901 to H in 1905. In 1894, H. In 1897, Y. In 1898, yI. In 1899, yI. In 1900, yI. In 1901, (s-1, 2, 4, 5) I. In 1902, yI.

## CHICAGO, ILL.

**MODERN MACHINERY**, monthly; mechanical; eighty to one hundred pages 9x12; subscription \$1; established 1896; Modern Machinery Publishing Co., editors and publishers. Office, Security bldg. (2-3).

Circulation: In 1895, "REL." In 1899, Z. In 1900, zI. In 1901, (2-3) I. In 1902, yI.

## CLEVELAND, O.

**ENGINEERS' REVIEW**, monthly; mechanical engineering; sixteen pages 9x12; subscription 50 cents; established 1890; W. W. Benham, editor and publisher. Office, 318 Seneca street. Circulation "REL."

## BOSTON, MASS.

**MILL AND SHOP NEWS**, monthly; textile, industrial and mechanical; twenty-six to fifty-two pages 6x9; subscription \$1; established 1895; T. O. Dowd, editor and publisher. Office, 74 India street (2-3). Circulation—In 1897, Z. In 1902, "REL."

## SAN FRANCISCO, CAL.

**PACIFIC COAST WOOD AND IRON**, monthly; lumber; forty-six pages 11x14; subscription \$1.50; established 1894; S. L. Everett, editor and publisher. Office, 4 California street. Circulation "REL." (ΔΔ)

## NEVADA, IOWA.

**RETAILERS' SENTINEL**, monthly; retail implement trade; eight pages 9x12; subscription 30 cents; established 1899; D. M. Grove, editor and publisher. Circ'n "REL."

## ATLANTA, GA.

**SOUTHERN INDUSTRIAL NEWS**, monthly; textile and mechanical; thirty-six pages 9x12; subscription \$1; established 1895; W. B. McKnight, editor and publisher. Circulation "REL." In 1901, "REL." (††).

## NEW YORK CITY.

**INTERNATIONAL STEAM ENGINEER**, monthly; International Union of Steam Engineers; mechanical and engineering; one hundred pages 7x10; subscription \$1; established July, 1902; Cyrus Patterson Jones, editor; Stationary Engineer Publishing Co., publishers. Office, 108 Fulton street (2-3).

**METAL INDUSTRY**, monthly; metals; twenty-eight pages 9x12; subscription \$1; established January, 1903; Erwin H.

Sperry, editor; Metal Industry Publishing Co., publishers. Office, 61 Beekman st. (3-9).

BI-MONTHLY.

PHILADELPHIA, PA.

**BULLETIN OF THE AMERICAN IRON AND STEEL ASSOCIATION;** bi-monthly; iron and steel; eight pages lixix; subscription \$4; established 1887; James M. Swank, editor and publisher. Office, 341 E. Fourth street (3-5).  
Circulation: In 1894 and 1895, publisher asserts, not less than 1,200. In 1895, I. In 1897, Y. In 1898, "XK." In 1901, Z (1, 2, 4, 5). In 1902, Z (1, 2, 4, 5).

QUARTERLY.

MISHAWAKA, IND.

**POWER AND TRANSMISSION;** quarterly, January, April, July, and October; mechanical; seventy-two pages 64x10 1/4; subscription 25 cents; established 1885; Power and Transmission Publishing Company, editors and publishers.  
Circulation: Rating varied from C in 1891 to E in 1895. In 1896, E. In 1897, Y. In 1898, YF. In 1899, YG. In 1900, G. Actual average for a year ending with June, 1901, 91,125. In 1902, YC.

HOBOKEN, N. J.

**STEVENS INSTITUTE INDICATOR;** quarterly, January, April, July and October; mechanical engineering; one hundred and thirty pages 7x10; subscription \$1.50; established 1894; Franklin De R. Furman, editor; Alumni and Undergraduates of Stevens Institute of Technology, publishers (3-5).  
Circulation: In 1898, "XK." Actual average for 1899, 1,000. In 1900, "XK." Actual average for a year ending with June, 1901, 1,087. In 1902, 1,213.

BOSTON, MASS.

**METALLOGRAPHIST;** quarterly, January, April, July and October; ninety-four pages 6x9; subscription \$5; estab-

lished 1899; Albert Nauveur, editor; Boston Testing Laboratories, publishers. Office, 446 Tremont street. Circulation "XK."

"BRIEF AS THE LIGHTNING IN THE COLLIED NIGHT."

Brevity is one of the cardinal virtues of advertising. Make one point—make it short and sharp and pound it in, is a safe rule to follow. The pica personal letter style of advertisement is having a revival just now. Some of the examples, though good in other respects contain about three times too much matter. Quality rather than quantity in advertising will draw the biggest crowd. This must not be understood as an argument against large advertisements. The bigger the advertisement the more certain it is of attracting attention. It is the long, intricate sentences, the multiplicity of words that I object to. Ideas can be expressed as well or better, in fewer words, and stand a much better chance of catching the eye of the busy reading public. Answer the question that would be asked if you were selling goods over the counter. One thing, however, must not be overlooked. It is that a large ad carries prestige by its size. You never see a small concern with a page or half-page space. Big bargains and big stores mean big ads, and this you will find to be universal. It will apply, as a rule, to every advertisement you may find, and is a feature of the American style.—*St. Paul Trade.*

PEOPLE don't care for hard luck stories—make your advertisement happy.—*White's Sayings.*

# Minneapolis Leads the World.

Minneapolis is the greatest flour producing center in the world, its annual output being nearly 17,000,000 barrels.

Minneapolis is the greatest primary wheat market in the world, its annual receipts and shipments being over 97,500,000 bushels.

Minneapolis is the greatest primary flax market in the world, its annual receipts being over 10,000,000 bushels.

Minneapolis is the greatest primary potato market in the world.

## THE JOURNAL Leads in Minneapolis.

THE MINNEAPOLIS JOURNAL, with a circulation of more than 57,000 copies each issue, is delivered into ninety per cent of the homes of the purchasing classes in this great city of the Northwest.

THE MINNEAPOLIS JOURNAL is a high-grade afternoon paper, delivered into the homes at two cents a copy, not a continuous performance sheet issuing at all hours of the day, with the bulk of its sales on the streets at a penny a copy.

THE MINNEAPOLIS JOURNAL carries more advertising, local and general, in six issues a week, than any other Minneapolis paper in thirteen issues a week.

What more need be said to demonstrate the value of this paper as an advertising medium? What has been said can be positively proven to the satisfaction of anyone.

M. LEE STARKE,

Tribune Building,  
NEW YORK.

Mgr. General Advertising.

Tribune Building,  
CHICAGO.



# WEEKLY AD CONTEST

For the purpose of fostering an ambition to produce good advertisements, retail and others—PRINTERS' INK conducts this weekly contest.

Any reader or person may send an ad which he or she notices in any newspaper for entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed WEEKLY AD CONTEST, *Care Editor* PRINTERS' INK, 10 Spruce Street, New York.

## TWENTY-FOURTH WEEK

In response to the competition announced here thirty-four advertisements were received in time for report in this issue. The one reproduced on the opposite page was deemed best of all submitted. It was sent in by W. P. Bottolfson, of Winona, Minn., and it appeared in the Milwaukee *Sentinel* of May 17, 1903. A coupon as provided in the conditions of the contest was mailed to Mr. Bottolfson. The other thirty-three advertisements appeared in the following twenty-three periodicals:

Philadelphia, Pa., *Record*; Oconto, Wis., *Enterprise*; Schenectady, N. Y., *Gazette*; Memphis, Tenn., *Commercial*; Denver, Col., *Republican*; Milwaukee, Wis., *Sentinel*; Dubuque, Ia., *Telegraph*; Philadelphia, Pa., *North American*; Philadelphia, Pa., *Bulletin*; Philadelphia, Pa., *Form Journal*; Milwaukee, *Evening Wisconsin*; Chicago, Ill., *Daily News*; Minneapolis, Minn., *Tribune*; Easton, Md., *Star-Democrat*; Pittsburg, Pa., *Times*; Wamego, Kas., *Kansas Agriculturist*; New Hampton, Ia., *Gazette*; Chicago, Ill., *Tribune*; Sioux City, Ia., *Journal*; Los Angeles, Cal., *Times*; Los Angeles, Cal., *Express*; Hartford, Conn., *Times*; Chicago, Ill., *Inter-Ocean*.

The managing editor of PRINTERS' INK would like to see still a wider range of country covered wherefrom advertisements are sent in to take part in the contest. For this reason he would be pleased to have publishers send in the names of their retail advertisers, who might be interested in reading the Little Schoolmaster. To such names sample copies will be mailed free of cost. Help the dealer to create an interest in intelligent advertising and you will surely help your own advertising patronage. Those retailers, who are already readers of PRINTERS' INK appreciate the helpful suggestions and ideas which they get from the paper and as PRINTERS' INK is the best advertising school it should be in the hands of every progressive young business man. There is a grand opportunity in the advertisement field for young men and women of ability—create and develop yours by a year's reading of PRINTERS' INK. It can be done at home, and was the starting point of many now famous advertisers.





## PROSPECT HILL

### DID YOU EVER STOP TO THINK

about owning a home of your own? Why pay rent forever?

We make it easy for you to possess a home in the most beautiful spot in all Milwaukee. We help you buy the lot and to build a house upon it. Small monthly payments equal to about your present rental is all that's required.

This property will treble in value within ten years. Every indication justifies this belief to the point of conviction. The most conservative financial judgment predicts it.

Suppose you call tomorrow and see us at our office and, we will tell you all about how to own a home in Prospect Hill.

**"The Place of Beautiful  
Homes."**

## HACKETT & HOFF

COR. EAST WATER AND MICHIGAN STS.

PRIZE AD—TWENTY-FOURTH WEEK.

### "THE YOUTH'S COMPANION."

The *Companion* had been started early in the century by Nathaniel Willis, father of N. P. Willis, and held the even tenor of its way as a rather namby pamby child's paper, until by a curious combination of circumstances Mr. Ford woke up one morning, in some surprise, to find himself its sole proprietor. It had then about five thousand subscribers. Being a man of broad business views, he had at first hardly dreamed of doing much with it; but while looking about for an enterprise nearer the level of his ambition, he put some money and a good deal of energy into the little paper. He was "ashamed," he once frankly confessed to me, to connect his reputation with "so small an affair," and so issued it over the fictitious firm name of "Perry Mason & Co.," by whom it purports to be published to this day. It was for a long time a mystery, even to those who had transactions with the concern, who "Perry Mason & Co." could be. There was then no other "Perry Mason" or "Co." than the quiet little man with

the pale forehead and round, smooth face, whose plain signature was to become so familiar to me, signed to letters and checks, Daniel S. Ford. From a mere child's paper he converted it rapidly into a miscellany of the very first class for young people and families. Its circulation increased at a rate that astonished Mr. Ford himself, rising by waves and tides from thousands to hundreds of thousands. He was at first alone in the editorship and business management. Then one by one others were taken on, until there were anywhere from twelve to twenty on the editorial staff alone. The paper adopted the policy of securing for its advertised lists of contributors banner names, which were paid for and paraded at a cost that would have ruined in a single season a periodical of less affluent resources. Even members of the English royal family were induced to become contributors to the paper which Mr. Ford, a few years before, had been ashamed to put his name to as publisher.—J. T. Trowbridge, in *Atlantic Monthly*.

## WITH ENGLISH ADVERTISERS.

By T. Russell.

The most notable event of interest to advertising men since I last wrote to PRINTERS' INK has been the attention which the Press in this kingdom has at last been induced to give to the substitution question. The first general newspapers to start a campaign against substitutors were the *Morning Leader* and the *Express* of London. The *Leader* last year published some articles (some of them, I may now admit, from my pen), and a long succession of exceedingly clever display ads of their own, on the same subject. Latterly there has been a recrudescence of the subject in London dailies. The *Telegraph* published a short article; the *Daily News* a longer one; the *Leader*, again reverting to it, last week had a very clever article (I didn't write it) headed "Curiosities of Conscience," which led to an interesting correspondence, in which (with a fairness characteristic of this paper) the substitutor himself was allowed to have his show. But the paper which has devoted more space than any other to the matter has been the *Mail*, wherein six long articles, embodying the results of investigations practically made by a special reporter, appeared in quick succession, covering a large number of trades, as druggists, oilmen, grocers, restaurants, dry-goods, photographic warehouses, and the large class of stores classed as general. As usual in England, the *Mail* shied at actually naming the proprietary goods which were actually substituted to the reporter; it would be too much to expect a British newspaper to mention an advertiser by name! About a hundred country papers have since taken the matter up, and treated of it in articles of varying extent and greatly varying merit, but all sound as to tone. A sixpenny pamphlet, with the breathless title "The Fraud of the Label—a warning to dishonest tradesmen and Honest Buyers," has been published by Limpus, Baker & Co., publishers, London, in which the *Mail* series and a selection of the most


interesting articles from the country papers are reprinted. The book has on the title page a capital quotation from Sir Walter Scott: "Some plainly admitted they had never seen it; others denied that such a drug existed; and most of them attempted to satisfy their customer by producing some substitute which they maintained possessed in a superior degree the self-same qualities."—Sir Walter Scott's "Kenilworth."

This would make it appear that so apparently modern a fraud as substitution is as old as the time of Queen Elizabeth—or that it was so prevalent in his own day as to make Scott think it must have been so!

A campaign of this kind cannot fail to do good, not so much by awakening the consciences of shopkeepers (which are probably past praying for) as by demonstrating that it doesn't pay to be shabbily dishonest. There is a great deal of substitution that the law cannot punish, but that public opinion can and will punish, and now that the papers are educating public opinion, we may look for an improvement. I have so often grumbled at the supineness of the newspapers of my country where the interests of advertisers are concerned, that it is an unexpected pleasure to record the fact that they have been at length awakened to their duty.

One rather amusing result of the recent awakening, has been the production of the following advertisement by those very smart and sound advertisers the Vi-Cocoa people.

**A GOOD WORD FOR YOUR GROCER**



Every grocer sells Vi-Cocoa, and in view of the fact that considerable quantities of this article are sold in the London district, the proprietors of Dr. Fibres Vi-Cocoa would like to generally inform that although millions of this and products of their celebrated Food Beverages are sold every year, they have never had a single complaint from the public that any other preparation has been given their name. They have sold the Vi-Cocoa. The public have confidence in buying it, and the grocer has confidence in selling it. Vi-Cocoa has found its way into every part of the Empire, in cities, towns, and hamlets, and is sold at its real worth—the article furnished both food and beverage. Health and comfort alone is obtained by the Vi-Cocoa, and a daily sample will be forwarded post free to any address on application to the proprietors, 101, Abchurch Lane, London, E.C.

I do not know how (if it is true) Vi-Cocoa has escaped the bane of substitution; probably it hasn't, but the makers think it has. But no one can deny the cleverness of the way they have sized the chance to hand out a little flattery to their

trade supporters. Whether, in doing so, they are quite loyal to their own class is another question; but if the facts as they regard them are thus, I do not see why they shouldn't publish them.

The most hopeful circumstance in the whole affair is that the public, as correspondence in the newspapers revealed to quite an unanticipated extent, are growing, or rather have already grown, exceedingly resentful of the substitutor's "Just as good" talk, and a letter in the *Chemist and Druggist* plainly voices the feeling that exists and is increasing in a trade which is accused of being one of the worst sinners. Under the caption "Is it worth while?" the *Chemist and Druggist* correspondent asked his fellow druggists, whether, after all, the time had not come to recognize that the amount of profit that can be furatively made by trading on other folk's advertising is no longer worth the irritation and loss of prestige involved. It is not to be expected that this sort of letter would have altogether an enthusiastic reception; but I was pleased by the tone and temper of the replies which it provoked. These things make it pretty evident that the drug trade at least is getting pretty tired of substitution. The warnings of advertisers are evidently having an effect. When a man goes to the druggist for an advertised medicine, and begins to have talk about "something else just as good" handed out to him, he is more and more developing the habit of walking out, and going elsewhere, taking with him his general business, which the druggist doesn't at all like losing.

As a matter of fact substitution in the drug shop is bound up with the cut-price difficulty. Cutting has been taken to such a point that there is practically no profit for the retailer on patent medicines and similar products. This increases the temptation to substitute, and substitution is the one thing which prevents large advertisers from stepping in to stop cutting. A number of small sellers, and a few

larger ones that for some individual reason depend to a greater extent than most on the help of the retail trade, are already protectors of price. They have just been joined by Scott's Emulsion. But so long as substitution is as rife as it is, cutting will never be interfered with by advertisers generally. It isn't, in plain terms, good enough to raise the price which the consumer has to pay, to alienate the big cutting stores, and create difficulties in trade generally, to please substitutors and make substitution easier. A rise in price, due to protection against cutting, makes substitution practically inevitable in a large number of cases. A man who is a steady user of a certain article at one price, if asked to pay more, inevitably kicks, and probably starts for the door to see whether he can't do better elsewhere. How are you to expect that the shopman will not try to sell him something, no matter what, to keep his trade? The large advertisers see that, and they consequently keep strictly aloof from the association of druggists which tries, by methods not always unobjectionable, to force price-protection.

SOME men's idea of economy is going in debt for everything.—*White's Sayings.*

#### FAMILIAR TO ADVERTISERS.



TOP OF COLUMN, NEXT TO READING MATTER. BROCKTON, MASS., "TIMES."

## HIS OLD LOVE.

HARRY H. HODGSON,  
Real Estate and Auctioneer,  
732 Common St.

NEW ORLEANS, LA., May 23, 1903.

Editor of PRINTERS' INK:

My early efforts in writing advertisements prompted me to subscribe to the PRINTERS' INK which I did for several years. I stopped my subscription; in finding I had run out of material I decided to take up your paper again seeking for new ideas and new thoughts. I send you copies of my last efforts, as I notice under the head of notes you are criticising different efforts, and ask that you will look them over and any good in them you can attribute to the assistance of your most valuable journal. We find that these little folders are bringing us a great deal of business as we think they tell exactly what we do, and our facilities for doing it, and it is surprising that we get business from parties who have known us for years because they describe in a few lines what we want, and what we do and parties knowing us for many years are reminded that we are in this line of business. We do quite a large business; we are often asked if advertising pays, and it is surprising to us that such a question is asked when it is a well known fact that those who do not advertise are struggling for an existence. While your paper appeals a great deal to store advertisements we hope that you will from time to time give us some good pointers on real estate advertising, as I am satisfied you must have many real estate

agents as subscribers to your valuable paper. Yours truly,

*Harry H. Hodgson*

It is with pleasure that the Little Schoolmaster reads letters as the above when they are accompanied with the proofs of what the writer asserts. Mr. Hodgson sends four folders, which are laudable for neatness, excellence and business wisdom. They are envelope size and can easily be slipped in every letter that leaves the office, a practice which is not as widely and persistently indulged in as it ought to be. PRINTERS' INK likes to hear from real estate men who do excellent advertising.

Good impressions are the results of a well-directed purpose. When an advertiser fails to make his readers appreciate his proposition, the chances are he doesn't know exactly what he is driving at himself.—*Jed Scarborough.*

WHAT has become of the man who said three years ago that Mr. Cyrus H. K. Curtis would not make a success of the *Saturday Evening Post* and that the big investment he made the first year in advertising it would become a failure?—*Mahin's Magazine.*

## AN EXCEPTIONAL ADVERTISING MEDIUM

GRAND RAPIDS, MICH., is the best town throughout the Central States in which to introduce new proprietary or food products. This is due largely to the great and continued prosperity of its world renowned furniture factories. Another important factor is the business education of its people. The latter applies very closely to the advertising business. The time required to sell a certain amount of goods depends upon the conditions and education of the customers. The education comes from the daily newspaper and the one important point of this market is its great educator—**THE EVENING PRESS**, which is known to all prominent advertisers by the unique position it occupies in the advertising field.

**THE EVENING PRESS** has had a phenomenal growth. We have watched its circulation grow from 7,000 to the present 35,000 mark, and during this time we have used its columns for a varied class of advertising business. Furthermore, we have yet to find an evening newspaper which, with a like appropriation, will sell as many goods in their particular field. It covers the territory more closely than any newspaper we know of in cities of 100,000 population or more. It circulates 30,000 papers in Grand Rapids, which is about one to every house, and with the rural and inter-urban routes, 15,000 subscribers have been added to the city circulation within a radius of 150 miles of Grand Rapids. We will gladly vouch for its circulation, its character and its value as an advertising medium.

SHAW-TORREY CO., Ltd.

## THE EVENING PRESS.

# A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (©), the so-called gold marks, denoting superior excellence in quality of circulation. Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance.

## ALABAMA.

Birmingham, Birmingham News. Daily average for 1902, 12,422 (34); first four months 1902, 12,200; April, 1902, 17,172; guaranteed.

Birmingham, Ledger. daily. Average for 1902, 12,950 (34). E. Katz, Special Agent, N. Y.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,490 (©), weekly 12,841, Sunday 14,625 (40).

## CALIFORNIA.

Fresno, Morning Republican. daily. Average for 1902, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland, Tribune. daily. Average for 1902, 9,952 (70). E. Katz, Special Agent, New York.

San Francisco, Argonaut. weekly. Average for 1902, 15,165 (81). E. Katz, Special Agent, N. Y.

San Francisco, Bulletin. R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,808 (80).

San Francisco, Call, d'y and S'y. J. D. Spreckels. Av. for 1902, d'y 60,885, S'y 71,584 (80).

## COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1902, 22,171 (97).

## CONNECTICUT.

Hartford, Times. daily. W. O. Burr. Average for 1902, 16,172 (111).

New Haven, Palladium. daily. Average for 1902, 5,500 (114). E. Katz, Special Agent, N. Y.

New Haven, Union. Av. for 1902, d'y 15,831, S'y 8,825 (114). E. Katz, Special Agent, N. Y.

Norwich, Bulletin. weekly. Bulletin Co., publishers. Average for 1902, 4,659 (115).

## DISTRICT OF COLUMBIA.

Washington Ev. Star. daily. Ev. Star Newspaper Co. Average for 1902, 22,748 (©) (122).

National Tribune. weekly. McElroy & Shoppell. Average for 1902, 104,590 (123).

## FLORIDA.

Jacksonville, Metropolis. daily. Average for 1902, 7,018 (128). E. Katz, Special Agent, N. Y.

Pensacola, Journal. daily, every morning except Monday. Average for 1902, 2,441 (131).

## ILLINOIS.

Cairo, Citizen. weekly. Citizen Co. Year ending Dec., 1902, no issue less than 1,000 (151).

Chicago, Bakers' Helper. monthly. H. R. Cissold. Average for 1902, 4,050 (©) (177).

Chicago, Breeders' Gazette, stock farm. weekly. Randers Pub. Co. Average for 1902, 60,059 (167). Average first 15 weeks, 1902, 66,416.

Chicago, Irrigation Age. monthly. D. H. Anderson. Average for 1902, 14,166 (181).

Chicago, Live Stock Report. weekly. John Clay, Jr. Average for 1902, 16,266 (171). For the first three months of 1902, 17,460.

Chicago, New Thought. monthly, 50c. a year. Ella Wheeler Wilcox, editor. Average year ending January 1903, 29,229 (185). Since January, 1902, New Thought prints over 100,000 monthly.

Chicago, Record-Herald. Average for 1902, daily 128,424, Sunday 171,816 (166).

Chicago, Tribune. daily. Tribune Co. In 1902, 7A (©) (166).

## INDIANA.

Evansville, Journal-News. Av. for 1902, d'y 11,910, S'y 11,508 (244). E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club. monthly. Average for 1902, 25,501 (247). Only culinary publication adapted to use of families with limited income.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, S'y 16,535 (260).

## IOWA.

Hartington, Hawk-Eye. daily. J. L. Waite. Average for 1902, 6,518 (250).

Des Moines, Cosmopolitan Osteopath. monthly. Still College. Average for 1902, 9,666 (264).

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 2,544 (232).

## KANSAS.

Athol, Globe. daily. E. W. Howe. Since June, 1902, not as low as 4,500 for several years (234). Offers to prove 5,500 daily circulation for 1902, or accept any advertising bill.

Hutchinson, News, d'y and w'y. W'y, during 1902, no issue less than 1,200 (246). E. Katz, N. Y.

## KENTUCKY.

Cloverport, Breckenridge News. weekly. J. D. Babbage. Average for 1902, 2,248 (268).

Lexington, Leader. Av. for 1902, d'y 2,728, w'y 2,506, S'y 4,006 (273). E. Katz, S. A., N. Y.

## MAINE.

Bangor, Commercial, d'y and w'y. J. P. Bass & Co. Average d'y for 1902, 7,446, w'y 29,012 (262).

Lewiston, Evening Journal. daily. Average for 1902, 6,640 (©), weekly 15,255 (©) (265).

Phillips, Maine Woods. weekly. J. W. Brackett. Average for 1902, 5,416 (267).

Portland, Evening Express. Average for 1902, daily 11,151, Sunday Telegram 7,666 (267).

## MARYLAND.

Baltimore, News. daily. Evening News Publishing Co. Average 1902, 41,538 (269).

Farmers' and Planters' Guide, monthly. Geo. O. Gover. Average for 1902, 18,227 (245).

## MASSACHUSETTS.

Boston, Evening Transcript. daily. Boston Transcript Co. Av. for 1902, 24,457 (©) (212).

Post, daily. Average for 1902, 174,178 (215). Largest p. m. or a. m. sale in New England.

East Northfield, Record of Christian Work. mo. Av. for yr. end'g March, 1902, 20,541 (225).

Lawrence, Telegram. daily. Telegram Publishing Co. Average for 1902, 6,701 (226).

Salem, Little Folks. mo., juvenile. S. E. Camino. Average for 1902, 75,350 (234).

Springfield, Good Housekeeping. mo. Av. for 1902, 103,666 (238). For year end. April, 1902, 119,000. All advertisements guaranteed.

# A Roll of Honor—Continued.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

## MICHIGAN.

Adrian, Telegram, daily. D. W. Grandon. Av. for 1902, 1,070 (140). *Av. first 4 mths. in 1902, 3,530.*

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (456).

Saginaw, Evening News, daily. Average for 1902, 9,848 (473). *First four months 1902, 10,344.*

## MINNESOTA.

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,028 (460).

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,900 (460) (497).

Minneapolis, Svenska Amerikaniska Posten, weekly. Swan J. Turnblad, publisher. Average for 1902, 47,075 (497).

Minneapolis, Tribune, daily. Average for 1902, 65,812. Sunday, 54,550; Farmers' Tribune, weekly, 74,714 (498).

Winona, Republican and Herald, daily. Average 1902, 2,992 (512). *Guarantees 4,000 for 1903.*

## MISSOURI.

Joplin, Globe, daily. Average for 1902, 9,414 (541). *E. Katz, Special Agent, New York.*

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,276, weekly 161,100 (541).

Kansas City, Weekly Implement Trade J'n'l, Av. Aug., 1902, 9,187 (545). *Av. 5 mos. 1902, 9,205.*

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph, 300 S. 7th St., Western Fruit Grower, m'y. Av. for 1902, 22,227 (567). *Rate 15c. per line. Circulation 30,000 copies guaranteed.*

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 22,035 (563).

St. Louis, The Woman's Magazine, monthly. \*Women and home. Lewis Pub. Co. Proven average for 1902, 908,225. *Actual proven average for first 5 months in 1902, 1,116,780. Every issue "OVER" one million copies. Largest EVERY issue circulation of any publication in the world.*

## MONTANA.

Butte, Inter Mountain, daily. Average for 1902, 10,101 (573). *E. Katz, Special Agent, N. Y.*

## NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (590).

## NEW JERSEY.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 2,025 (616).

Jersey City, Evening Journal, daily. Evening Journal Assoc'n. Average for 1902, 17,622 (619).

New Market, Advertiser, Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (623).

## NEW YORK.

Albany, Journal, evening. Journal Co. Average 1902, 16,109 (634); *present, 18,307.*

Albany, Times-Union, every evening. Establ. 1858. Average for 1902, 25,204 (636).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,201 (638).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,818, evening 20,491 (641).

Elmira, Ev'g Star, Av. for 1902, 2,255 (651). *Guaranteed by affidavit or personal investigation.*

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 8,116 (656).

Newburgh, News, daily. Newburgh News Printing and Pub. Co. Av. for 1902, 4,257 (660).

## New York City.

American Machinist, w'y, machine construe. (Also European ed.) Av. 1902, 15,561 (660) (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 63 Trinity pl. Av. for 1902, 15,000 (671).

Automobile Magazin, monthly. Automobile Press. Average for 1902, 5,750 (666).

Caterer, monthly. Caterer Pub. Co. (Hotels Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,822 (667).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,225 (667).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,844 (660) (673).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (660) (674).

Engineering and Mining Journal, weekly. Est. 1862. Average 1902, 10,000, (660) (674).

Forward, daily. Forward Association. Average for 1902, 21,709 (667).

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 5,430 (679).

Printers' Ink, weekly. A Journal for advertisers, \$5.00 per year. Geo. F. Rowell & Co. Est. 1888. Average for 1902, 18,057 (679).

The Iron Age, weekly, established 1855 (660) (676). *For more than a generation the leading publication in the hardware, iron, machinery and metal trades.*

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901, 'by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, 'that paper, after a continuance of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class.'"

The New York Times, daily. Adolph S. Ochs, publisher. 1902 A (660) (669).

Rochester, Case and Comment, mo. Law. Av. for 1902, 20,000 (715); 4 years' average, 20,136.

Schenectady, Gazette, daily. A. N. Lacey. Average for 1902, 9,027 (718).

Utica, National Electrical Contractor, mo. Average for 1902, 2,222 (722).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,018 (725).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 5,448 (724).

Whitehall, Chronicle, weekly. Ingies & Tuff. Average for 1902, 4,128 (726).

## NORTH DAKOTA.

Grand Forks, Normanden, weekly. Normanden Pub. Co. Average for 1902, 4,869 (744).

## OHIO.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,558 (720).

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (724).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,584 (726).

Dayton, News, daily. News Publishing Co. Average for 1902, 16,500 (773).

## OREGON.

Portland, Washington Advocate, mo. Order of Washington, pub. Av. for 1902, 6,040 (826).





# A Roll of Honor—Continued.

## PENNSYLVANIA.

Erie, Times, daily. Average for 1902, 10,645 (943). E. Katz, Special Agent, New York.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia, The Evening Bulletin, D. ex. S. Average for 1902, sworn, 180,489 (964). Copies daily net paid. Average for first four months of 1902, sworn statement, 140,961 copies per day. "In Philadelphia Nearly Everybody Reads The Bulletin."

Philadelphia, Farm Journal, monthly. William Atkinson Company, publishers. Average for 1902, 528,127 (872). *Printers' Ink* says: Farm Journal best represents the agricultural interests of the United States, and is the best medium for reaching rural people.

Philadelphia, Public Ledger, daily. Adolph A. Ochs, publisher. 1902, 70 (80) (300).

Philadelphia, Reformed Church Messenger, w'y. 1306 Arch st. Average for 1902, 8,574 (306).

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1902, 59,571 (876).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,006 (300).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,501 (853). Average for April, 1902, 9,201.

## RHODE ISLAND.

Providence, Daily Journal, 15,375 (80) (896). Sunday 15,351 (80). Evening Bulletin 27,531, average 1902. Providence Journal Co., publishers.

## SOUTH CAROLINA.

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (901).

## TENNESSEE.

Knoxville, Sentinel, daily. Average 1902, 7,701 (880). Average first four months 1902, 8,075.

Memphis, Commercial Appeal, daily, Sunday and weekly. Average 1902, daily 27,506, Sunday 24,916, weekly 74,818 (927).

Nashville, Banner, daily. Av. for year ending Feb. 1902, 16,078 (928). Av. for April, 1902, 18,472. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (889).

## TEXAS.

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 2,245 (946). E. Katz, Special Agent, New York.

## VERMONT.

Bennington, Banner and Reformer, weekly. Frank E. Howe. Average for 1902, 1,066 (974).

## VIRGINIA.

Norfolk, Dispatch, daily. J. M. Thompson, publisher. Average for 1902, 5,095 (933).

## WASHINGTON.

Seattle, Star, daily. Average for 1902, 11,622 (997). E. Katz, Special Agent, New York.

Spokane, Saturday Spectator, weekly. Frank Lenke. Average for 1902, 5,536 (909).

Tacoma, Daily News, daily. Daily News Pub. Co. Av. 1902, 12,559 (1,000). Saturday issue 19,002.

## WEST VIRGINIA.

Romney, Hampshire Review, weekly. Jas. J. Cornwell. Average for 1902, 1,919 (1019).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 5,028, S'y 8,505 (1011).

## WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1022).

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 20,745 (80) (1025).

Milwaukee, Journal, daily. Journal Co., publishers. Average ending Feb., 1902, 29,425 (1029).

Oshkosh, Northwestern, daily. Hicks Printing Co. Average for 1902, 5,908 (1028).

Racine, Journal, daily. Journal Printing Co. Average for 1902, 8,496 (1029).

Wisconsin Agriculturalist, w'y. Av. for 1902, 27,515 (1029). For gr. edg. Apr. 2, 1902, 22,202.

Wausau, Post, weekly. Post Publishing Co. Average for 1902, 2,588 (1044).

## BRITISH COLUMBIA.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 8,574 (1051).

## MANITOBA, CAN.

Winnipeg, Free Press, d'y and w'y. Average for 1902, daily 15,841, weekly 16,074 (1064).

## NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, 12,551 (1060).

## QUEBEC, CAN.

Montreal, Star, d'y and w'y. Graham & Co. Av. for 1902, d'y 55,079, w'y 121,418 (1062).

Any publisher who is entitled to an announcement under the caption "A Roll of Honor" and desires to state therein what his average circulation for a month or quarter just passed has been, may do so, provided he hands in a statement in detail, properly signed and dated, covering the period, and made in accordance with the rules of the American Newspaper Directory. Such addition to appear in *italics*, immediately following the Directory page reference number. Additional space occupied to be paid for at the regular rates, twenty cents per line.

## EXAMPLE:

### PENNSYLVANIA.

Philadelphia, The Evening Bulletin, D. ex. S. Average for 1902, sworn, 180,489 (964). Copies net paid. Average for first four months of 1902, sworn, 140,961 copies net paid.

"In Philadelphia Nearly Everybody Reads the Bulletin."



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 30 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JUNE 3, 1903.

PRESS DAY

IS

TO-DAY,

June 3, for the special edition of *PRINTERS' INK* for June 10, 1903. Orders and copy if handed in to-day will be in time to catch that issue.

JAMES GORDON BENNETT has appointed Dubarry Howland as general manager of the New York *Herald*, to succeed his father, the late Gardiner G. Howland, to whom the son had been an assistant for the past ten years.

It is said that Mr. Hearst has instructed his circulation manager to mail a copy of the New York *American* and *Journal* to every publisher of a newspaper in the United States. It is asserted that Mr. Hearst considers this a part of his future campaign for the Presidency.

NOTWITHSTANDING the abundance of magazines and their cheapness, few are thrown away. A committee of All Souls' Church, Chicago, makes a business of collecting old magazines from members and people throughout the city, forwarding them to towns in seventeen Western and Southern States. In some instances a box of old monthlies becomes a circulating library in a community of two or three hundred families.

"To my mind there is no authority in the country that can rank with *PRINTERS' INK* in matters relating to advertising—advertising as an art and as a business."—*Lillian Palmer, Editor Pacific Printer, San Francisco.*

THE summer reading number of the New York *Times* Saturday review will be issued Saturday, June 13, 1903.

RETAIL merchants find that much interesting and profitable information may be brought out at occasional "after meetings" of heads of departments and other employees.

JIM DUMPS' great aunt, infirm with gout, Had worn a good digestion out—

Could take no food—or sour or sweet. Jim sent her "Force," which she could eat!

So grateful was his aunt to him, She left her all to "Sunny Jim."

The foregoing jingle, which formed part of a recent "Force" ad, would seem to indicate that the lady died.

It is a grievous mistake to act upon the principle that a buyer does not know what he wants. In any case he thinks he knows, and to him this is precisely the same as knowledge. No one enters a store to be persuaded into buying what he does not want. He may be induced to do so through the honeyed speech of a salesman, but he will resent this when he gets home and has time for reflection.

THE new word "anywhere" will undoubtedly find as ready application in adwriting as it has in newspaper offices and general literature, for it is a genuinely useful word, giving expression to an idea that has heretofore had no symbol. It was coined by Lord Avebury, the noted British scientist, and used in a recent book on geology as a fillgap between "somewhere" and "everywhere." While freely criticized by philologists, it is generally thought that "anywhere" will eventually attain a place in the dictionary.

IN the four months, ended April 30, 1903, the New York *Times* printed 9,415 agate lines of book advertising as compared with 88,788 agate lines in the corresponding period last year—a gain of 10,627 agate lines, a greater gain than that of any other New York newspaper, morning or evening, and a greater volume than any other New York newspaper, morning or evening.—*Times Circular.*

ADVERTISING carves a channel through which the tide of trade will surge.

THE "Roll of Honor" is a classified index of the choicest mediums in their respective territories—their publishers are the honest and intelligent publishers, who believe that an advertiser has a right to know what he pays his hard cash for. The "Roll of Honor" is a feature of the Little Schoolmaster which appeals to honest publishers and advertisers alike. It is first-class advertising at a minimum of expense.

It is said on good authority that the American bicycle business is to be revived and re-organized under the leadership of Colonel Albert A. Pope of the Pope Mfg. Co. Vigorous advertising in newspapers and other periodicals is to be taken up under the direction of Robert L. Windley of the Pope Mfg. Co., with offices at 32 Park Row, New York City. Nathaniel C. Fowler is advisor to the publicity department.

MR. F. G. GOWING, 202 Telegraph Building, Detroit, Mich., in writing for a sample copy says that he is unable to purchase PRINTERS' INK from any news-stand in that city. The Little Schoolmaster repeats what he has stated before namely, that any stationer or news-dealer will order PRINTERS' INK if the ordering party convinces the newsdealer that he is in earnest and will call every week for the paper.

I BELIEVE a periodical of any kind should be designed more for convenience in opening and reading than even for the make-up. Many a good magazine is tossed in the waste basket because it makes you black in the face trying to get the wrapper off and straightening out the leaves so you can handle it. You have all had experience and some publishers are making the remedy as best they can. PRINTERS' INK is a model as to package and editorial arrangement.—J. Allen Stephens, Real Estate Brokerage and Investments, Willard Building, Muncie, Ind., May 23, 1903.

LEARN to do—by doing.

A COSTLY mistake was recently made in the Sunday edition of the *Journal*, Pensacola, Fla. The ad of L. Friedman & Co., that city, offered thirty pieces of wash silks at twenty-nine cents a yard, but through a typographical error the offer printed in the paper was ten cents a yard. The first customer to arrive at the store Monday morning called for "That silk advertised at ten cents," and the firm at first refused to sell. Communication with the *Journal* resulted in an order from the publisher to sell according to the text of the ad, the nineteen cents loss on every yard sold being made good by the paper.

THE Atlanta *Evening News*, a newcomer in its field, offers a \$600 piano as a prize to the citizen of Atlanta who will guess the average daily circulation of that paper. Guessing is the only means of arriving at an approximate notion of the circulation of some newspapers, but even a high-grade piano would be an inadequate return for the time and nervous energy expended in the process. Advertisers usually prefer some more accurate criterion. The mystery in which some circulations are shrouded often leads to the suspicion that the publisher is in the dark himself, in which even a prize piano inquiry is commendable.

THIS ad of the Title Guarantee and Trust Company, New York City, indicates a line of service that has not been generally exploited in the advertising of trust concerns. It is a new advertising argument for such corporations, and one that can best be put out at this particular season when the European exodus is beginning.

To persons going abroad—this company will take entire charge of property, real or personal, acting as agent for the owner to whatever extent required. It will collect interest, dividends, coupons or income of any sort and remit on collection to any point abroad, or will retain the proceeds, allowing interest thereon, and remitting definite sums at regular periods or as advised. It will pay all your regular demands including charities, and make any other payments as advised. Letters of credit provided.

ADVERTISERS give so much attention to the well-dressed man and the man who ought to be well-dressed that a booklet entitled "The Well-Dressed Woman" seems almost a novelty. It is issued by the Globe Corset Company, Worcester, Mass., and describes various styles of Globe Dollar Corsets, both in text and illustrations. The latter are of two sorts—those showing corsets in detail, supplemented with others of the Howard Chandler Christy school showing the same corsets as they appear when not in view. The brochure is sumptuously printed, and bears the device of the Blanchard Press, Worcester.

"BETTER" is a more potent word in advertising than "cheaper." Merit is not only the factor that makes advertised articles successful, but a factor that will make them successful without advertising. Heinz's fifty-seven varieties are the highest word in condiments and relishes, and the advertising is chiefly an introductory force. The goods themselves make subsequent sales. MacClaren's cheese, made in Canada, has won an international reputation with very little advertising simply because it is a superior grade of food that needs but a trial. "Better" is the word behind such commodities, while "cheaper" is the argument put forth for imitations and substitutes.

THE trading stamp idea, first introduced into New York retailing in a large way by Siegel-Cooper some weeks ago, is now spreading among the large stores. Rothenberg & Co., in Fourteenth street, have adopted the blue stamps of the New York, Chicago and St. Louis Trading Association, giving five dollars' worth free to every purchaser during the inaugural week, while J. Gumpel & Co., with clothing stores at 251 and 385 Sixth avenue, and 533 and 767 Eighth avenue, have adopted the green Sperry & Hutchinson stamps used by Siegel-Cooper, giving \$25 worth of stamps free during three days to the purchaser of a suit or overcoat, in addition to the stamps represented by the purchase.

THE name of *Up-to-Date Farming and Gardening* has been changed to *Up-to-Date Farming*. It is still published at Indianapolis.

EVANSVILLE, Ind., has at present a population of 70,000. Its principal industries are cotton mills, furniture factories and foundries. It is also a prominent shipping point. The paper which according to the 1903 issue of Rowell's American Newspaper Directory ranks first in that city is the *Journal-News*, a member of the PRINTERS' INK "Roll of Honor."

THE gold-marks (●●) are accorded to periodicals which advertisers value more for the class and quality of their circulation than for the mere number of copies printed. All periodicals having these marks (●●) attached are eligible to the "Roll of Honor." At present the latter contains the following:

Montgomery, Ala., *Advertiser*; Washington, D. C., *Evening Star*; Chicago, Ill., *Baker's Helper*; Chicago, Ill., *Tribune*; Lewiston, Me., *Evening Journal*; Boston, Mass., *Transcript*; Minneapolis, Minn., *Northwestern Miller*; Philadelphia, Pa., *Public Ledger*; Providence, R. I., *Journal*; Milwaukee, Wis., *Evening Wisconsin*.

New York City is represented as follows:

*American Machinist*, *Clipper*, *Electrical Review*, *Engineering and Mining Journal*, *Iron Age* and *New York Times*.

THE latest advertising feature of Ed. Kiam's department store, Houston, Texas, is an eight-page monthly paper called *Kiam's Store News*. The pages are nine by twelve, and the first issue contains two pages of offerings in men's clothing, two of women's garments, a page of children's wear and some special shoe quotations. Besides the purely commercial matter there are aphorisms, pithy editorials and other miscellany, the chief feature in this kind being a fashion letter from Frances Field, of New York, entitled "Fashion Tabloids." This monthly is a clean cut readable embodiment of an idea that is gaining wide acceptance among advertisers—the idea of having one's own proprietary publication as a supplement to other advertising.

THE power of intelligent publicity never grows less.

EVERYTHING in connection with a modern business is advertising in one form or another.

THE success of both the *Ladies' Home Journal* and the *Saturday Evening Post* was built up by advertising. I have spent from two to three hundred thousand dollars a year in pushing my periodicals, and of all the theories concerning results from the expenditure of money in publicity, there is only one thing that is absolutely sure, and that is: Good advertising, if persisted in, surely pays.

*Leyrus Curtis*

THE Salvation Army has always been partial to advertising, and usually puts its various propositions to the public in the form of attractive publicity. A little booklet sent out by Lieut.-Col. W. A. McIntyre, Ellicott Square, Buffalo, is no exception to this custom. In forceful facts and fine half-tones the work of the Army's rescue mission for fallen women is described, and subscriptions for a new building to cost \$35,000 are solicited. A plan of the proposed building is printed across the two center pages, while the illustrations are photographs of children. The mechanical work was done by the White-Evans-Penfold Company, Buffalo. The Army's operations in this work are carried on through a standing notice in the *Buffalo Express*, donated by the publisher, which brings excellent results. It reads:

Any poor girl in trouble needing advice or help, write to Staff-Captain Mary Wagner, Salvation Army Rescue Home, 325 Humboldt Parkway, Buffalo, N. Y. Do not stay away if without money.

TWENTY-ONE letters from prominent merchants commending the editorial features of the *Grocers' Criterion*, Chicago, form the basis of a neat booklet sent out by that publication.

THE *Advertisers' Magazine*, a new PRINTERS' INK baby from Chicago, edited and published by W. G. Souther, Temple Court Building, takes a stand against the agency that has what are technically known as "side issues"—publications usually of little worth in which it spends part of its clients' appropriations. In some instances that have come to the Little Schoolmaster's attention these side issues have been novelties where the agency had an interest in a company producing them, while one of the largest New York agents made a practice some years ago of spending the greater portion of an appropriation in booklets and literature, producing them at a good profit in his own printing office. The *Advertisers' Magazine* is perhaps a bit radical in its views, but so far as its contention against such agencies is concerned it appears to be right, or at all rates honest.

At a recent meeting of the special committee of the American Advertising Agents' Association that passes upon the qualifications of new agents the application of the Grandin Advertising Agency, of Battle Creek, for membership in that Association was refused. The Grandin agency is really the advertising department of Postum Cereal and Grape Nuts, converted into an agency by Mr. Post in an attempt to secure the commissions paid to agents by publishers. The special committee consists of Chas. N. Taylor, of the *Boston Globe*, W. C. Bryant, of the *Brooklyn Times*, Edward P. Call, *New York Mail and Express*, S. S. Rogers, *Chicago News*, Chas. W. Hornick, *St. Paul Dispatch*, Don C. Seitz, *New York World*, F. E. Whiting, *Boston Herald*, John B. Townsend, *Philadelphia Press*, Jos. T. Nevin, *Pittsburg Leader*. At the same meeting the committee also refused to recognize the Olson Advertising Agency, of Rochester, N. Y., and W. C. Liller, Lancaster, Pa.

It is not wit, but common sense that makes the capable adwriter.

ADVERTISERS are, too often, inclined to believe the unsupported statements of publishers and act upon that belief, losing thousands of dollars thereby. The only safe way to proceed is to have the Examiner of the American Advertisers' Association personally inspect the circulation books and lay before advertisers the exact facts regarding each publication. It costs the advertiser but one hundred dollars a year for this service and this amount can generally be saved in one such case as that cited.—*Extract from a circular issued by the Association of American Advertisers.*

This alleged Association of American Advertisers has now been in business three years and has investigated three hundred newspapers. At the present rate of progress it will take three hundred years to investigate the circulation of the twenty thousand newspapers now published. At a hundred dollars a year the cost for the entire set of reports would be \$30,000, but the fact that the first of the set were three hundred years old would make them valuable as curiosities if not sufficiently up-to-date for business purposes.

JOHN C. MOORE, maker of blank books, Rochester, N. Y., is preparing to open a fall campaign in trade journals to advertise a new system of cross-indexing for ledgers, order books and other records. By this system each account is not only arranged alphabetically, but according to date as well. Small movable markers made of Bessemer steel and bearing a date are slipped over the edge of the page when it is in position in a loose-leaf or regular ledger, and reference to these markers shows when the account next needs attention. The system is described in two very comprehensive booklets, one with samples of the device in position on a small dummy ledger, and the other giving technical explanations of its application to the books of lodges, business houses, real estate and insurance records, payrolls, advertising follow-up systems, subscription lists and so forth. The device has all the earmarks of a commodity that will respond to wise exploitation in proper media.

A BANQUET was recently given to William Christman of the *Reporter*, Washington, Pa., by the employees of that paper in honor of the thirtieth anniversary of his connection with its publishing department.

ONE thousand new subscribers were recently added to the subscription lists of the *Boot and Shoe Recorder* after two months special campaign, and the publishers issue a most effective booklet containing a complete list of the names and addresses of the entire thousand. They are divided as follows: New England, 116; Middle States, 274; Western States, 417; Southern States, 156; foreign, 37. In addition to being a good piece of literature for the *Boot and Shoe Recorder* the booklet is also an excellent mailing list for anyone having a proposition to submit to retail shoe dealers.

A PUBLISHER of a daily paper in New Hampshire, writing to the editor of Rowell's Newspaper Directory, complaining of the circulation rating awarded to a rival, says:

We have every reason to believe that the rating is incorrect, and we challenge the statement, and ask you to investigate regarding the same. We do not issue this challenge in order to secure the \$100 which you offer for incorrect statements, as that is a bagatelle compared with the injury a false statement like this does to us in the influence it exerts upon advertisers.

The Directory editor says he long ago discontinued the practice of paying \$100 for the discovery of an untruthful circulation report in his book, based on a publisher's signed statement. The practice made him many enemies and no friends. Every time he paid the reward and exposed the lying scoundrel that had imposed upon him, it was shortly made to appear that every other publisher in the same field had a cold chill and seemed to fear that his own turn might come next. Directing attention to a fraudulent circulation report seemed always to have a marked influence in decreasing the amount of advertising patronage previously bestowed upon the Directory by the papers that would appear to be most benefited by such exposure.

WITH a view to bringing advertisers to give more attention to the preparation of copy the *Grain Dealers' Journal*, Chicago, recently offered four prizes in space for the four best advertisements appearing in its Annual Improvement issue, while sixteen cash prizes were offered to readers for naming those ads subsequently found to be best by general vote. For advertisers who desired the service copy was prepared free of charge by an expert for the space won by the four successful competitors.

THE Association of American Advertisers issues a circular telling the following story:

Mr. ———, business manager of ——— newspaper, said that when he took control a few years ago he found a fixed inflation of five thousand copies, and that, as it was his intention to eventually get to an honest basis, he had kept the circulation statements at about the figure he found them, reducing the figure of inflation as fast as he could gain honest circulation.

The publisher's statement of circulation by months looks, on its face, to be accurate and correct down to a single copy, and then there is the average issue per day shown to be between ten and eleven thousand.

Our examination brought out the fact that the exact circulation was about six thousand, or a little over one-half the publishers' statement.

This is an illustration, that while publishers may be honest in other things they seem to look upon false statements of circulation as quite legitimate.

This paper has solicited business for years based upon statements of nearly double the circulation it really had.

If this story is not true it ought not to have been told. If it is true the name of the swindling business manager and his dishonest newspaper should be made known. They deserve the infamy that would be cast upon them. By concealing the name the manager of the A. A. A. casts discredit upon publishers generally. This is scarcely more to be commended than the practice complained of on the part of the newspaper man. The A. A. A. should institute more open methods, give up innuendo, cultivate straightforward ways of conducting business. Dark and devious ways are not popular with those advertisers who are themselves wholly honest. That fact will tend to explain why so many first class advertisers fight shy of an A. A. A. membership.

THE *Woman's Magazine*, of St. Louis, is another "magazine with a million." A booklet just issued recounts the history of this monthly, which sells for one cent a copy or ten cents a year. Started four years ago as the *Winner Magazine* and designed to reach people in districts where the higher-priced monthlies are comparatively unknown, 350,000 subscribers at ten cents were secured the first twelve-month. The second year saw a half million subscribers, when in January, 1902, the publishers spent \$72,000 in subscription advertising, running the mailing list up to its present enormous proportions. This campaign lasted four months, and included nearly every large daily, weekly and monthly publication in the country. The average man will not subscribe for a magazine, it was learned, but will read it after his wife subscribes. As nearly ninety per cent of the names on the lists were those of women the name of the journal was changed to *Woman's Magazine* in September of last year. The publication prints twenty-four pages, illustrated, and circulates almost exclusively through the mails to country districts and small towns. Out of the whole issue only 5,500 copies go to newsstands, with 300 to foreign countries. New York State leads with 87,302 subscribers; Ohio has 65,082; Illinois, 58,000; Pennsylvania, 51,162; Indiana and Michigan, 40,000 each; Missouri, 38,546; Kansas, 37,422; Iowa, 33,292; Canada, 24,762. Only 406 copies are circulated in St. Louis, where it is said to be practically unknown. The publishers claim the largest paid subscription list in the world, and hope to reach two million in another year. Each issue represents five carloads of paper, five barrels of paste, three barrels of printing ink and five gallons of ink to write the names on the wrappers. Seven cylinder presses and one rotary are used, with seven folders, and the paper regularly employs 210 people. It is published at a small profit independent of advertising revenue, and new subscriptions are received at the rate of 1,500 to 3,500 daily.



Nor everyone is aware that the United States government already operates an efficient parcels post. The rates are somewhat high, it is true, but the postoffice department carries parcels that conform to its requirements. This fact was recently demonstrated by James L. Cowles, secretary of the Postal Progress League, an organization agitating for postal reforms with offices at 32 Irving Place, New York. Mr. Cowles mailed a suit case weighing eleven pounds three ounces at a New York sub-station, paying two cents an ounce upon it as first-class matter, or \$3.58. A ten-cent special delivery stamp was added. In less than six hours it was delivered to its address in New Haven, which is said to be somewhat better time than is usually made by express companies for this distance. Commenting upon the cost of postage Mr. Cowles says in a letter to the *New York Evening Post*:

Switzerland would have carried the same case for 8 cents, Germany for less than 10 cents, England for 25 cents, and for 75 cents the English postoffice would have carried this suit case from any station in the British Isles to any station in New Zealand. For the same postage paid for transportation to New Haven our own postoffice would take it to the furthest home on the most remote rural route in California, to the Philippines or Sandwich Islands, and after the first of June to Shanghai, China. And it ought to be done for a much smaller sum. For a single cent will pay the cost to-day of the transport of a bushel of wheat between the two furthest railroad terminals on our Atlantic and our Pacific coasts.

The Postal Progress League is composed of business men, publishers and others who believe that, as the United States has the best machinery for transportation in the world, it should also have the best and cheapest postal service. At a recent meeting in the rooms of the Aldine Club it was proposed to petition Congress for an extension of the present fourth-class or merchandise limitation to eleven pounds, with rates of one cent on parcels up to a pound, five cents for five pounds and ten cents on larger parcels up to the limit. A *PRINTERS' INK* reporter was informed at the New York Postoffice that no limit exists on first-class matter. So long as the postage is prepaid a parcel of any

size, weight or shape may be mailed. The Department will undertake to carry a locomotive from New York to San Francisco provided the sender is willing to pay the postage, but will not guarantee arrival in good condition, as it assumes no risk. The domestic postage on a hundred-ton locomotive comes to \$64,000.

MR. W. C. EDWARDS, publisher of the *Denton, Tex., Record and Chronicle*, writes:

At present the *Record and Chronicle* is the only Texas paper, daily or weekly (there are but two country weeklies in the State eligible thereto) in *PRINTERS' INK's* "Roll of Honor."

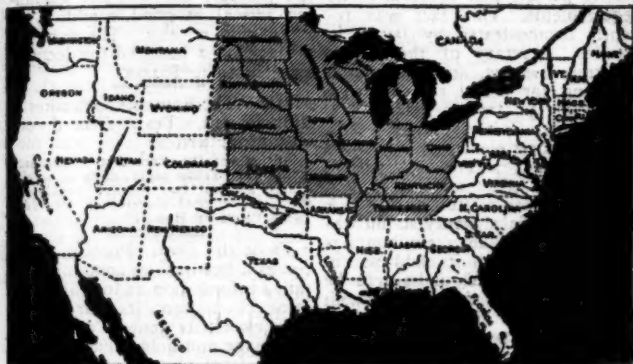
FROM the *Press*, Pontiac, Mich., comes a fine booklet containing detailed information as to that daily's local circulation, its rural route subscribers, its general advertising patronage and field. Facsimiles of letters from prominent advertisers and agents are given, with considerable valuable matter pertaining to small dailies. Harry Coleman, its publisher, believes that metropolitan papers circulated in small communities have little real advertising value:

There is now and then a reader who demands a New York or Chicago paper, but those are not the ones who determine whether Gold Dust shall be employed or whether Ayer's pills be given a trial. It is the home-read circulation from which the general advertiser receives his benefits and papers published in cities of from ten to fifty thousand furnish a twofold greater proportion of closely read home circulation than their big contemporaries. All classes of Chicago people will read a morning Chicago paper, but when this paper goes fifty miles it goes to a reader who demands certain features in it that do not make it the paying pulling power that it is in Chicago. The average reader outside of Chicago is a man of the world, the average reader inside the limits is a family man who reads closely and then passes the paper on for the benefit of his household. Here is where the power of a paper is created and this is what makes added power to the paper in a city of from 10,000 to 50,000 people. The smaller the city the more closely read is the paper. The general advertiser gets good results from the metropolitan paper but he pays a rate that compels him to include much that is worthless to him. When the tide, which has already set in against quantity, rises to a given point the shrewd advertiser will be paying for less uselessness in the big circulations and distributing his saving more heavily than ever to that great class of papers which cover smaller fields well and appeal to the consuming class.



## LEADING NEWSPAPERS.

CONSIDERED BY GEOGRAPHICAL DIVISIONS AND  
BY STATES.



(The circulation ratings given are based upon the April, 1903, issue of the American Newspaper Directory. The papers against which no figures are carried out do not furnish information upon which an exact and definite circulation rating may be based.)

### THE NORTH CENTRAL STATES.

The compilers of the United States Census divide the country into five separate sections called the North Atlantic, South Atlantic, North Central, South Central and Western Divisions. The North Central Division includes twelve States. Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska and Kansas; having 753,550 square miles of territory, 26,333,004 population and 9,658 newspapers, being about one-fourth the area, having about one-third the population and one-half of all the newspapers of the entire country. In this section are situated the second and fourth American cities in point of population. It would be difficult to designate so large an area of land so fertile and productive anywhere else on the earth's surface, and in this section, within the time of men now living, will be found the densest population in the United States. It is already the centre of population.

#### OHIO.

Ohio has about four-fifths the

area of the State of New York and four-sevenths of the population, being excelled in population only by New York, Pennsylvania and Illinois. It is also fourth in the number of periodicals issued. In every respect it is an important field for the advertiser.

Cleveland, Cincinnati, Columbus, Dayton, Springfield and Toledo are all newspaper centers from which are issued numerous publications of importance as advertising media, reaching a great clientele not only within the borders of the State, but also in regions far beyond.

Outside the cities named above, and Akron, Ashtabula and Canton, there are not believed to be any dailies or weeklies that issue regularly so many as 5,000 copies.

The principal papers are:

Akron.....	Beacon-Journal, D.,	7,869
	Democrat, D.,	6,283
Ashtabula.....	American Sanomat (Finnish), W.,	8,553
Canton.....	Repository, D.,	8,230
	Repository, S.,	8,538
Cincinnati....	Commercial Tribune, D.,	_____
	Commercial Tribune, S.,	_____
	Commercial Gazette, W.,	_____
	Enquirer, S.,	_____
	Enquirer, D.,	_____
	Enquirer, W.,	_____
	Abend Presse, D.,	135,349
	Post, D.,	_____

Cincinnati.....	Times-Star,	D.,	14,018
Cleveland.....	Leader,	Morning,	—
	Leader,	S.,	—
	News-Herald,	Evening,	—
	Plaindealer,	D.,	59,873
	Plaindealer,	S.,	52,581
	Press,	D.,	120,132
	World,	D.,	—
	World,	S.,	—
Columbus.....	Citizen,	D.,	17,942
	Evening Dispatch,	D.,	—
	Ohio State Journal,	D.,	17,183
	Ohio State Journal,	S.,	19,825
	Ohio State Journal,	W.,	27,290
	Press,	D.,	24,989
Dayton.....	Evening Press,	D.,	—
	News,	D.,	16,520
Toledo.....	Bee,	D.,	—
	Blade,	D.,	22,888
	Blade,	W.,	151,423
	Times,	Morning,	9,341
	News,	Evening,	18,602
	Times,	S.,	9,030

The excellent weeklies, monthlies, semi-monthlies, religious, agricultural and other class papers in which Ohio abounds, will be specially mentioned in dealing with the respective class lists among which they properly belong.

## INDIANA.

Indiana covers about one per cent of the territory of the United States, has something more than three per cent of the population and four per cent of the newspapers. Indianapolis, its capital and principal city, is centrally located. There are few States where the entire output of the papers is so completely retained within the State borders.

The principal papers of Indiana are:

Evansville ...	Courier,	D.,	11,213
	Demokrat,	W.,	—
	Journal-News,	D.,	11,910
	Journal-News,	S.,	11,508
Fort Wayne...	Journal-Gazette,	D.,	—
	Sentinel,	D.,	—
Indianapolis..	Journal,	D.,	18,657
	Journal,	S.,	12,571
	Ind. State Journal,	W.,	—
	News,	D.,	62,133
	Reporter,	D.,	4,476
	Sentinel,	D.,	35,646
	Sentinel,	S.,	45,049
	Sentinel,	W.,	104,504
	Sun,	D.,	—
	American Tribune,	W.,	—
Muncie.....	Mor'g Star & News,	D.,	21,468
	Mor'g Star & News,	S.,	16,535
South Bend...	Tribune,	D.,	4,861
Terre Haute..	Gazette,	D.,	4,656
	Express,	D.,	—
	Tribune,	D.,	7,928
	Tribune,	S.,	—

Aside from those named, there is not believed to be in Indiana any daily, Sunday or political weekly issuing regularly so many as 4,000 copies. There are, however, a considerable number of religious, agricultural and other publications

which will be considered elsewhere among the classes to which they belong.

## ILLINOIS.

The State of Illinois issues more newspapers than any other, with the single exception of New York. In population it is only exceeded by New York and Pennsylvania. In area it is about one-fifth larger than each of the two it so closely rivals. There is little doubt that Illinois will some day, in the not distant future, become the most populous State of the American Union. There are many who assert that in the matter of daily newspapers it has already taken the lead and maintained it for the last half score years. The importance of Illinois in comparison with other States is largely influenced by the overweening importance of the city of Chicago, which not only dominates Illinois, but the entire country west of Ohio. In the very nature of things, the best newspapers of Illinois are to be looked for in Chicago. It is equally true that the circulation of the Chicago papers dominates the great Northwest to quite as great a degree as the nearer by region of the State in which it is situated. It may be that an advertiser who should confine his advertising investments to Chicago papers might secure more profitable results, at smaller expense, than by the sort of scattering fire that comes from using a large number of papers distributed over a great region wherein all the most important people read one or more of the Chicago papers. A few years ago a prominent advertiser, having made a contract with the Chicago *News* and the *Record*, at that time the morning edition of the *News*, amounting to \$25,000, publicly offered a thousand dollars to any one who would point out how he might obtain an equal service, for double the sum, by using other papers published within five hundred miles of Chicago. He was never called upon to pay the reward, and it seemed to be admitted on every side that the service could not be had on the terms specified. At a more recent period, when PRINTERS' INK promised a Sugar Bowl to the paper that, among all those

published in the United States, gives an advertiser best service in proportion to the price charged, the Bowl was awarded to the Chicago *Evening News*, and no one has ever asserted that it did not go where it belonged.

Outside of Chicago the leading papers of Illinois are:

Bloomington.....	Pantagraph,	D.,	9,579
	Pantagraph,	W.,	8,045
Decatur.....	Herald,	D.,	5,304
	Review,	D.,	5,719
	Review,	S.,	5,648
Joliet.....	News,	D.,	6,576
	Republican,	D.,	6,794
Peoria.....	Evening Star,	D.,	23,742
	S'day M'ng Star,	S.,	9,717
	Journal,	D.,	—
Quincy.....	Journal,	D.,	11,718
Rockford.....	Register-Gazette,	D.,	5,554
	Register-Gazette, S-w.,	7,052	
Springfield.....	State Register,	D.,	6,202

Aside from those named above it is not believed that there is any daily paper published in Illinois, outside of Chicago, that issues regularly so many as 5,000 copies.

#### Chicago.

The papers of the city of Chicago are so numerous that they would exhaust almost any judicious advertising appropriation before the list of even the most deserving would have had so much attention as their merits would warrant.

It is thought best here to enumerate only a few of the Chicago papers that no advertiser can afford to pass by:

Hearst's Chicago American.	D. and S.,	—
News (Evening).....	D.,	304,218
Record-Herald.....	D.,	158,424
Record-Herald.....	S.,	171,816
Tribune.....	D. and S.,	—

The great number of excellent monthlies, weeklies, class papers and papers printed in foreign languages will be dealt with elsewhere in a proposed review of the publications to be used to reach classes of people wherever situated rather than in an attempt to cover a specified geographical surface.

#### MICHIGAN.

Michigan covers a larger area than the State of New York and has one-third as many people and nearly half as many newspapers. There are but twelve greater cities in the United States than Detroit, and there are nine other cities in Michigan ranging from 16,000 to 90,000 population. The wealth and importance of Michigan are often underestimated by advertisers. In

character and circulation its newspapers maintain a very high average. In few other States are so many or such extensive advertisers domiciled as may be found in Michigan. A considerable number of class journals are issued that circulate beyond the State border.

The leading papers of Michigan

are:			
Bay City.....	Times-Press,	D.,	8,649
Detroit.....	Free Press,	D.,	41,952
	Free Press,	S.,	51,260
	Journal,	D.,	47,382
	Times,	D.,	27,657
	Tribune,	D.,	15,254
	Evening News,	D.,	91,067
	News-Tribune,	S.,	45,690
Grand Rapids.....	Evening Press,	D.,	33,216
	Herald,	D.,	20,156
	Herald,	S.,	12,775
	Post,	D.,	17,457
Kalamazoo.....	Gazette-News,	D.,	7,346
	Telegraph,	D.,	7,403
Saginaw.....	Evening News,	D.,	9,843

It is not believed that any daily in the State, aside from those mentioned above, has a regular issue of so many as 5,000 copies.

#### WISCONSIN.

Wisconsin is about one-eighth larger in area than the State of New York. In population it ranks 13th among all the States in the Union. It issues nearly 700 newspapers and periodicals, has 12 cities of more than 15,000 population. Milwaukee, the metropolis of Wisconsin, ranks 14th among the great cities of the United States. A complete list of all dailies and weeklies believed to issue more than 5,000 copies regularly is given here:

Appleton.....	Montags Blatt,	W.,	6,193
	Volksfreund,	W.,	6,311
Eau Claire.....	Reform,	W.,	5,515
Ft. Atkinson.....	Hoard's Dairyman,	W.,	—
Lacrosse.....	Volkspost,	W.,	14,055
Madison.....	Amerika,	W.,	9,496
	Wisconsin Farmer,	W.,	—
Milwaukee.....	Evening Wisconsin,	D.,	20,743
	Free Press,	D.,	17,590
	Free Press,	S.,	12,433
	Germania-A bend	D.,	—
	Post,	D.,	—
	Germania,	W.,	—
	Herold,	D.,	16,201
	Herold,	S.,	14,078
	Journal,	D.,	20,425
	Kuryer Polski,	D.,	5,083
	News,	D.,	21,367
	Sentinel,	D.,	32,171
	Sentinel,	S.,	42,900
	Acker und Gartenbau	W.,	—
	Zeitung,	W.,	68,827
	Catholic Citizen.	W.,	—
	Columbia,	W.,	6,904
	Der Haus & Bauern-	W.,	—
	Freund,	W.,	—
	Deutsche Warte,	W.,	—
	Erholungstunden,	W.,	—
	Excelsior,	W.,	6,592
	Farmer's Sentinel,	W.,	19,121

Milwaukee	Living Church, W.,	
	Social Dem. Herald, W.,	15,307
Oshkosh	Northwestern, D.,	5,903
Racine	Wis. Agriculturist, W.,	27,515
West Superior	Evening Telegram, D.,	5,806

Every advertiser familiar with the State knows that the German and Scandinavian element preponderates. Here if anywhere it will be found advisable to make a liberal portion of the appropriation for advertising in papers printed in languages other than English.

## MINNESOTA.

Minnesota has nearly double the area of Ohio, nearly half as many people, and more than half as many newspapers. It has two cities that rank among the most important in the United States.

Its leading newspapers are:

Duluth	Evening Herald, D.,	12,660
	News-Tribune, D.,	11,590
	News-Tribune, S.,	10,575
Minneapolis	Journal, D.,	54,623
	Times, D.,	
	Tribune, D.,	66,872
	Tribune, S.,	56,350
	Tribune, W.,	74,714
St. Paul	Dispatch, D.,	49,052
	Dispatch, W.,	68,439
	Globe, D.,	22,325
	News, D.,	30,610
	Pioneer Press, D.,	34,151
	Pioneer Press, S.,	30,986
	Pioneer Press, W.,	

In addition to those catalogued there are a considerable number of Skandinavian papers with large circulation among the farming community. The most important of these will be specially referred to when papers printed in foreign languages are being considered. So also under the proper headings attention will be given to a considerable number of excellent class journals.

## IOWA.

Iowa has more than one-sixtieth of the area of the United States, over one-thirty-fifth of the population, and about one-twentieth of the newspapers. It issues more newspapers than Massachusetts, and is destined to become one of the richest and most populous of the American States. Although it has no metropolitan city, still there are within its borders nine places of more than 15,000 population, and Des Moines, the centrally located capital, has more than 60,000 people.

The leading papers are:

Burlington	Gazette, D.,	5,272
	Hawkeye, D.,	6,313
Clinton	Advertiser, D.,	10,233

Council Bluffs	Nonpareil, D.,	6,702
Davenport	Times, D.,	6,832
Des Moines	Capital, D.,	24,019
	Capital, W.,	
	News, D.,	37,118
	Register & Leader, D.,	25,355
	Register & Leader, W.,	27,228
Dubuque	Times, D.,	8,426
Marshalltown	Times-Republican, S.-W.,	
Ottumwa	Courier, S.-W.,	6,984
Sioux City	Journal, D.,	16,661
Sioux City	Tribune, D.,	12,070

Aside from those enumerated it is not thought that there are in Iowa any dailies or political weeklies issuing so many as 5,000 copies regularly. There are, however, a considerable number of papers printed in foreign languages or in the interest of farmers, who comprise the principal part of the population, that are specially worthy of attention and will be noticed elsewhere under appropriate classifications.

## MISSOURI.

Missouri has about a quarter more area than Illinois and ten per cent more people than Massachusetts. Only four States issue as many newspapers. It has three cities of more than 100,000 population, one of them, St. Louis, ranking fourth among the great cities of America. Outside of St. Louis, Kansas City, St. Joseph and Maryville no newspapers, either daily or weekly, get credit for issuing so many as 5,000 copies regularly, and only 105 have regular editions exceeding 1,000 copies. The St. Louis papers are excellent to an unusual degree, and those of Kansas City are scarcely less so. The PRINTERS' INK Sugar Bowl, awarded a few years since to the newspaper published west of Chicago that gave an advertiser better service than any other, in proportion to the price charged, had to be given to the Kansas City *Star*. Among all the competitors for it there was not one that failed to agree that, next to itself, the *Star's* claims were stronger than those set up by any other competitor. The leading newspapers of Missouri are:

Kansas City	Journal, D.,	56,376
	Journal, W.,	161,109
	Star, Ev.-g.,	104,306
	Times, S.,	56,775
	Star, W.,	104,043
	Star, W.,	219,140
	Star, W.,	62,678
	World, D.,	5,001
Marville	Tribune, D.,	26,409
St. Joseph	News, D.,	
St. Louis	Chronicle, D.,	

St. Louis.....	Globe-Democrat, D.,	95,507
	Globe-Democrat, S.,	122,530
	Globe-Democrat, W.,	124,286
	Post-Dispatch, D.,	101,134
	Post-Dispatch, S.,	181,172
	Republic, D.,	100,084
	Republic, S.,	113,256
	Republic, W.,	105,616
	Star, D.,	63,931
	Star, S.,	64,148

In addition to these there are a limited number of religious, agricultural and other class papers that will have appropriate mention elsewhere.

#### NORTH DAKOTA.

North Dakota has nearly double the area of New York State, and a population somewhat smaller than the city of Buffalo. It prints 177 newspapers, and among the most important are:

Fargo.....	Forum & Republican, D.,	3,517
	Forum & Republican, W.,	4,544
Grand Forks	Herald, D.,	4,739
	Normanden, W.,	4,869

Aside from these no daily or weekly in the State is believed to print regularly so many as 2,000 copies.

#### SOUTH DAKOTA.

South Dakota has about the same area as South Carolina and a population smaller than Oregon. It publishes more than 250 periodicals of all sorts. The leading ones are:

Aberdeen.....	Dakota Ruralist, W.,	—
	Dakota Farmer, S-m.,	24,018
Sioux Falls...	Argus and Leader, D.,	5,819
	Western Farmer & Breeder, S-m.,	—

Only 25 publications in the State get credit for issuing regularly so many as 1,000 copies. The people of this State get their reading matter largely from the East.

#### NEBRASKA.

Nebraska has about one-forty-fifth of the area of the United States, about one-seventieth of the population and more than one-thirty-fifth of the newspapers.

The leading newspapers are:

Lincoln.....	Commoner, W.,	—
	Deutsch-Amerikan Farmer, W.,	131,744
	Freie Presse, W.,	132,107
	Neb. Independent, W.,	17,957
Omaha.....	Bee, D.,	—
	Twentieth Century Farmer, W.,	—
	News, D.,	32,777
	World-Herald, D.,	28,687
	World-Herald, W.,	—
	Der Danske Pioneer, W.,	25,478
	Nebraska Farmer, W.,	26,500
South Omaha	Drovers' Journal-Stockman, D.,	—

Aside from those named, no daily or weekly in the State is be-

lieved to print so many as 5,000 copies regularly.

#### KANSAS.

Kansas has an area double that of the State of Ohio, a population considerably smaller than the city of Chicago, and supports nearly 700 newspapers. Its largest city is Kansas City, Kansas, practically a suburb of Kansas City, Mo. Topeka is the second place in point of population, Wichita coming third. The leading newspapers are:

evenworth..	Time, D.,	—
	Times, W.,	—
Topeka.....	Capital, D.,	14,545
	Capital, S-w.,	16,601
	Herald, D.,	6,260
	State Journal, D.,	13,012
	Mail and Breeze, W.,	32,447
Wichita.....	Beacon, D.,	10,249
	Eagle, D.,	16,781
	Eagle, W.,	6,774

Aside from the papers named there is believed to be no other daily or semi-weekly issuing so many as 5,000 copies regularly. A socialist organ, sold for 25 cents a year and issued weekly at Girard, a place of less than 3,000 population, is credited with a regular output averaging 195,309 copies.

NEVER look for thousands of replies from a single publication—even though the solicitor practically guarantees such returns—few ever produce them.—*The Advisor*.

ADVERTISING turns stocks over and over with wonderful rapidity, no matter whether the merchant or the manufacturer does the advertising.—*Progressive Advertiser*.

#### DEPARTMENT STORE AD ILLUSTRATED.



"BASEMENT BARGAINS."

## WHY THE PABST PEOPLE DROPPED OUT.

PABST BREWING COMPANY,  
Milwaukee, Wis.

Mr. J. Walter Thompson, Times Building,  
New York, N. Y.:

I hand you herewith copy of a letter I have addressed to the secretary of the Association of American Advertisers.

You are at liberty to make any use of this letter you may see fit.

J. R. KATHRENS.

About a year ago, at your solicitation, I became a member of the Association of American Advertisers, and have been endeavoring to find out ever since what benefit the company I represent has derived therefrom. \*\*\* I appreciate correct circulation figures, but your Association is not throwing any new light on the subject as far as I am able to observe.

If the same degree of enthusiasm were directed toward helping perfect the American Newspaper Directory, at the end of the year you might have something substantial to point out on the gain side of the ledger. The effervescent circulation liar will be always among us, and in cases where the Directory publisher is unable to obtain information, the experienced advertiser has little or no trouble in forming a very fair idea of what the situation is. Because the company I represent does not wish to antagonize some of the best publications in the country, I respectfully withdraw from membership.

Very truly,

J. R. KATHRENS.

That the A. A. A. appreciates the value of the American Newspaper Directory was shown by the fact that at their convention held on January 29 and 30, 1902, at Delmonico's, New York City, the following resolution was passed unanimously.

It is the sense of this convention that the labor expended and the statistics obtained by the publishers of the American Newspaper Directory, during the thirty-four years of its existence, have been invaluable to advertisers. Although their definition of circulation is the number of copies printed, and not the more exhaustive and satisfactory definition recognized by this convention, which requires a knowledge of the net paid circulation and its distribution, still it is believed that this Directory more than any other has kept before advertisers the fact that a correct knowledge of circulation is essential to the successful advertiser.

If the Executive Committee of the A. A. A. would give some consideration to the suggestion contained in Mr. Kathren's criticism, it would be in its power to aid the Directory editor in the two or three hundred cases where the Association has made investigations, and advertisers who are not mem-

bers of the Association, as well as newspaper men, would thereby be afforded an opportunity to judge of the value of the circulation reports furnished by the Association as compared by those issued by the Directory editor, the two appearing side by side. Furthermore the appearance of these ratings would reveal the progress being made by the Association and if the showing was satisfactory lead to application for membership from advertisers who at present stand aloof, either because they do not approve of what the A. A. A. is doing or because they are of the opinion expressed by the representative of the Pabst Brewing Company that the A. A. A. is not doing anything that is of any practical value.

## THEY ARE FOOLING JACOBS.

CLINTON, S. C., May 21, 1903.

Editor of PRINTERS' INK:

I have read with interest your article in the last issue of PRINTERS' INK, covering mediums in the Southern States. As a Southern man, I appreciate it, but as the advertising manager of prominent mediums and the special agent of many others, I beg to call your attention to omissions which tend to work injury to reputable mediums. I inclose a list of papers which I represent, either as owner, sole advertising manager, or as special agent, and whose circulations I can vouch for. I guarantee all these circulations in all advertising contracts and facilities are afforded all advertisers, desiring it, for the complete verification of these figures. You will observe that you have omitted some very prominent journals, some of them fifty years old and nearly all of them having circulations which would have entitled them to mention under the terms of your article. Of course you have a right to mention in your paper such papers as you please; but you should not exclude others which have circulations exceeding the limits of your statement and then state that you have mentioned all having circulations of such size. Yours very truly,

Religious Press Advertising Syndicate.

*J. F. Jacobs*  
Adv. Mgr.

## LIST OF PAPERS WITH CIRCULATIONS.

VIRGINIA.

Central Presbyterian ..... 5,500

Balt. & Richmond Chr. Advocate... 9,000

NORTH CAROLINA.

Christian Sun ..... 2,200

SOUTH CAROLINA.

Southern Presbyterian ..... 4,300



Baptist Courier .....	6,300
Associate Reformed Presbyterian .....	2,800
South Carolina Baptist .....	5,000
ALABAMA.	
Southern and Alabama Baptist .....	7,250
MISSISSIPPI.	
The Baptist .....	7,650
TENNESSEE.	
Baptist & Reflector .....	9,000

The article referred to is stated to be based upon circulation ratings given in the latest issue of the American Newspaper Directory and the editor of that work, on being shown the above communication, says he fears Mr. Jacobs is still under the impression that the circulation of a newspaper is to be found by multiplying the number of copies printed by five or by some other equally liberal system. From not one of the papers mentioned by Mr. Jacobs did the Directory editor receive a circulation report and, from the best information at hand, he is of opinion that only one of the lot prints half as many copies as Mr. Jacobs gives it credit for.

#### IMPRESSIONS RECEIVED FROM ADVERTISING SCHOOL LITERATURE.

NEW YORK, May, 25, 1903.

Editor of PRINTERS' INK:

When a young man has an ambition kindled in him to rise higher in the scale of life, he usually looks over all the professions to see which is the most promising.

He reads catalogues from all the different schools and colleges; looks at them from every point of view, and is very critical, or thinks he is. Any little thing can influence him one way or the other. For instance, if a word is misspelled in the letter accompanying the catalogue, or if it is incorrectly punctuated, that school is doomed so far as he is concerned. He does not stop to think that it was possibly a stenographer's error. I finally turned my attention to the advertising field, as I had a friend in that business who was making a good salary without doing much work, so I then thought. I wrote to three or four of the most widely advertised schools, and here is how they impressed me:

The first one written to sent me a catalogue with a letter very promptly. I read it carefully, and it read very much like an "Arabian Nights" story. It told how office boys, clerks, etc., had risen in a very short time to influential positions commanding high salaries. It raised my expectations to that feverish height where I could almost feel the money drop in my pocket. I thought the days of my struggling and hard work were nearly over. After I had finished reading the catalogue, etc., and had cooled down, I began to think the matter over. I said to myself, if these people can teach me how to make three or four thousand dollars a year in three

months, they would certainly ask more than \$40 tuition fee, as they could get more if they could do all they claimed. I finally decided that it was too much like these "get-rich-quick" schemes. The next one written to was very similar to the first with the exception that it did not offer quite as large inducements. But then they were too large to be believed. The third one impressed me very favorably at first. It seemed a good business proposition, but I wanted to find out more about it. I waited for follow-up letters, but they came at such long intervals that the points made in the previous letters had escaped my memory, and it was like reading an incomplete proposition each time. I thought that if this school did not know more about the follow-up system than this, it was not capable of teaching any one much about advertising. The fourth and last one sent me a personal letter. I could not help but be influenced by the honest ring that pervaded every sentence. It did not claim to make an expert of a \$5 clerk in three months' time. It simply said that it would require a certain amount of education and a good deal of hard work on the part of the student. They would simply act as a guide to point out the pitfalls into which others had fallen, etc. I believed what this school's letter said, because it seemed to be the truth. I think that literature from advertising schools should be a model of its kind; that it should be an example of what kind of work the teachers are able to write. Why is it that most of these people exaggerate their statements to such an extent? Isn't it better to tell the truth at the beginning than to let it be found out in the end that your statements are not true? Or, do people like to be humbugged, as Barnum, said? I think not. It might interest you to know that the school that impressed me so favorably, and from which I am receiving instruction, is that of Mr. Wolstan Dixey. I think I am getting the best that can be procured in being taught by the two best teachers—PRINTERS' INK and Mr. Dixey. Yours truly,

*W. B. Willoughby*

458 Manhattan Ave.

ADVERTISING is a plain business proposition and should form the foundation of every business venture.

If you put too many eggs under your hen she can't hatch them—don't advertise bigger than your business justifies.—*White's Sayings.*

NEVER lure friends into speculative deals or advertising propositions without warning them of the danger of things going the wrong way.—*The Advisor.*

WHEN the ad talks one way and the salesman another, the prospective customer is apt to halt between the two opinions and turn his patronage to the place where stories hitch.—*Jed Scarborough.*



### SOMETHING THE NOVICE SELDOM SEES.

It is often hard to make the beginner in advertising realize that it is not altogether the merit of his article that sells it but rather the ingenuity of the advertising. Ask the experienced advertiser about it and he will tell you that if you had genuine government gold bricks or government bonds and you offered them at half their actual value you would have difficulty in selling them if your advertising—your ads, booklets, follow-up letters, etc.—lacked the right ring. If your article or remedy has genuine merit, so much the better, but its merits alone will not sell it—it must be exploited along lines that give assurance of success, and the wording must be such as to arouse confidence and interest. This is true of all advertising. —Ad of Eugene Katz, Boyce Building, Chicago.

Those who wait for the dead and the man who never advertises will long go barefooted.—*White's Sayings.*

### Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

#### WANTS.

**DAILY** papers desirous of obtaining proper representation in the Eastern field please address "H. S.," care Printers' Ink.

**MORE** than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**WANTED**—An exp'd city circulator to buy or take charge of city circ'n of 4,000 on afternoon paper. **CHRONICLE**, Houston, Texas.

**WANTED**—An experienced advertising solicitor for afternoon paper. Give refs., salary exp'd. **SHREVEPORT JOURNAL**, Shreveport, La.

**WE** want good original stories and short articles relating to the farm. All acceptable manuscripts paid for. **FARM LIFE**, Rand, McNally Bldg., Chicago.

**ADVERTISING** man, writer and manager, wishes to hear from good house having position open where integrity, ability, energy and experience can be suitably utilized. **CHISHOLM**, Station G, Philadelphia, Pa.

**ADVERTISING** cuts and ads for merchants. 15,000 in stock, covering 40 different businesses. Nearly half a million already sold. State your line and send for selected proofs. **HARPER ILLUSTRATING SYNDICATE**, Columbus, O. Good agents wanted.

**WANTED**—Office systematizers, managers, accountants or such interested in safeguarding valuable business documents, papers, clippings, etc., from fire, water, dust, mice, rats, and germs to write for particulars on our Metal Furniture and Office Equipment to note possibilities we offer along this line. **THE BERGER MFG. CO.**, Canton, Ohio.

**ADVERTISEMENT WRITERS**, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day. **WELLS & CORBIN**, Suite 608, Lippincott Bldg., Philadelphia.

**AN OPPORTUNITY IS OPEN.** The difficulty is to find it. Do you know where it is? We do. We need competent high-grade men to fill positions that we have open for managers, advertising men, superintendents, etc. Technical, executive and clerical men of all kinds. If you are interested write for plan and booklet. **HAPGOODS (INC.)**, 309 Broadway, New York; Monacnock Bldg., Chicago; Pennsylvania Bldg., Philadelphia.

**WILL** get you advertising, subscriptions, from N. Y. and London, England. If you have no special representative from these places, look into this. Regular service for trade or class papers and dailies only. **ATLAS PUB. BUREAU**, care Printers' Ink.

**WE** want a flat-bed web perfecting newspaper press. We have for disposal a Campodi stereotyping press and a Scott stereotyping press, both in good condition, complete with stereotyping outfits. Also other surplus material, including two Thorne typesetting machines, with type for same.

Correspondence solicited.

**CAPE ANN NEWS**, Gloucester, Mass.

**EXPERIENCE**: 12 yrs. one firm, 3 yrs. assistant and 10 yrs. sole manager of large firm and office, correspondence, catalogues, advertising, brochures, etc., demanding high executive ability. Young married man.

References: Old employer and two of the largest ad agencies in the country. Can take a position anywhere after May 1. Let me send samples and references.

**J. A. JOSEPH**, Asheville, N. C.

### MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mr., 178 Vermont St., Buffalo, N. Y.

### FINANCIAL.

**"PRACTICAL Wall Street."** A pamphlet for traders. Write for free copy to **MAILETT & WYCKOFF**, 10 Wall St., New York.

### LETTERS.

**LETTERS**—All kinds received from newspaper advertising wanted and to let. What have you or what kind do you want? **MEN OF LETTERS**, 265 Broadway, New York.

### LITHOGRAPHY AND TYPOGRAPHY.

**CERTIFICATES**, Bonds, Diplomas, Letter-heads, etc., partly lithographed and to be completed by type form. Send for samples. **ALBERT B. KING & CO.**, 106 William St., N. Y.

### ELECTROTYPING.

**WE** make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

### COIN CARDS.

**\$3 PER 1,000**. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

**\$2 per 1,000**—"Acme," the most practical coin mailer made. Costs no more than inferior ones. Send for sample. **ACME COIN MAILER CO.**, Burlington, Iowa.

### PRINTERS.

**PRINTERS**. Write **R. CARLETON**, Omaha, Neb., for copyright lodge card catalogue.

**PRINTING—PRINTING—PRINTING—PRINTING**.

If you want good, clean, clear, convincing printing, send your work to **WM. JOHNSTON**, Printers Ink Press, 45 Rose St., New York.

If you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 15 Vandewater St., New York.

### ADVERTISING NOVELTIES.

**PAPEROID** Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." **PINK & BON**, 5th above Chestnut, Philadelphia.

**A BRIGHT**, finely cut steel nail file, in metal bound leather case. Sample if interested to advertisers with your ad on, 10c.; 100, \$3.50; 1,000, \$30. **J. C. KRYNEN**, Oswego, N. Y.

**ADVERTISING NOVELTIES** which in reality are advertising necessities. High-grade goods only. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

MISCELLANEOUS.

**PUBLISHERS** wanted to insert pulling co-operative advertisements. **SUCCESS SUPPLY CO.**, Santa Rosa, Cal.

ADDRESSES AND ADDRESSING.

**RURAL ROUTE NAMES**, heads of families, any quantity, \$1 per 1,000; sample 300, 25 cents. **W. D. AXLINE**, Tiffin, Ohio.

HALF-TONES.

**PERFECT copper half-tones**, 1-ool. \$1; larger 10c. per in. **THE YOUNGSTOWN ART ENGRAVING CO.**, Youngstown, Ohio.

PHOTO-ENGRAVING.

**WRITE us** for circulars and prices. **THE STANDARD ENG. CO.**, 61 Ann St., N. Y.  
**GOOD photo-engraving** at a moderate cost. **STANDARD**, 61 Ann St., New York.

SUPPLIES.

**W. D. WILSON PRINTING INK CO.**, Limited, 10c. of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.  
Special prices to cash buyers.

BUSINESS OPPORTUNITIES.

**If you wish** to sell a business or any kind of real estate anywhere for quick cash, give description and price; I will send free booklet telling how it's done; no commissions. **EMERSON DE PUTY**, Specialist, Des Moines, Ia.

ADDRESSING MACHINES.

**ADDRESSING MACHINES**—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO.**, 29 Murray St., New York.

PREMIUMS.

**RELIABLE goods** are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, list issue now ready; free. **S. F. MYERS CO.**, 42w, 45-50 St. Maiden Lane, N. Y.

DECORATED TIN BOXES.

**THE appearance** of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascares boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY.

151 Water Street, Brooklyn, New York.  
The largest makes of Tin Boxes outside of the Trust.

BOOKS.

**PRINTER'S HELPS AND HINTS**, 25c. Circular free. **KING**, Printer, Beverly, Mass.

**"THEORY and Practice of Advertising,"** first text book, fifty complete lessons. In paper cover prepaid, 75 cents, cloth \$1. **GEORGE W. WAGENSELLER**, A. M., Author, Dept. F. I., Middleburg, Pa.

**"MY ADVERTISING PARTNER,"** a book for merchants and advertisers who write their own ads. 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. **H. C. ROWLAND**, Pub., Columbus, O.

**ADVANCE orders** for copies of "Leading Newspapers, Considered from the Standpoint of the Advertiser," second annual and totally revised edition, are now solicited. The price for the book is One Dollar (by wholesale \$5 a hundred), payable in advance. Address **GEO. P. BOWELL & CO.**, 10 Spruce St., New York.

CALENDARS.

**MOST artistic line** of advertising calendars ever offered. Write for price list. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

LINOTYPE CASTING BOXES.

**WHERE speed** is not an all-important question or where water connection is not available, our Utility Casting Box will give entire satisfaction. For details about it and our Perfection Water-Cooled Mould write for "Metal Lure Supplement." And remember that Perfection Linotype Metal is the acme of excellence. **E. W. BLATCHFORD & CO.**, 54-70 No. Clinton St., Chicago. "A Tower of Strength."

ADVERTISING MEDIA.

**10 CENTS** per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

**IN Southern Iowa** the best country weekly is the **Chariton HERALD**, 2,100 sworn circ's.

**WRITE to us** about "8 Business Bringers," **THE RELIGIOUS PRESS ASSN**, Phila., Pa.

**ADVERTISER'S GUIDE**, New Market, N. J. A postal card request will bring sample copy.

**GET into the Southwest**. Okla. and Indian Ty. **NIBLACK ADV. AGENCY**, Guthrie, Okla.

**YOUR AD** in 40 mail-order pullers for 10 cents per line. Send for list. **S. GRAU**, 740 E. 173d St., New York.

**ANY person** advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**POULTRY NEWS**, 25c. year; ad rate 5 cents per agate line. Circulation 2,200 monthly. **WILLIAMS & METLAR**, New Brunswick, N. J.

**THE BADGER**, Milwaukee, Wis., a family monthly, circulation general, 41,000 copies, rate 20 cents a line. Forms close the 15th. Ask your agency about it.

**WHOLESALE and RETAILERS' REVIEW**, San Francisco, covers wine, beer and spirit trade of entire West and Orient. It creates a demand. Write for rates.

**OKLAHOMA** m. o. field ripest ever known. Get your ad in **OKLA. LEADER**, 12,000 readers (who buy) every week. 30c. inch display, 5c. line reading. **LEADER**, Guthrie, Oklahoma.

**TOWN TALK**, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

**ONLY 50c.** per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater st., N. Y.

**PLANT your ad** in the **POST**. It reaches ten thousand readers among the wealthy agricultural class every week. 30 cents an inch display; 5 cents a line, reading. **POST**, Middleburg, Pennsylvania.

**\$10 WILL** pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

**BENZIGER'S MAGAZINE**, the illustrated Catholic family monthly. Indorsed by over 50 archbishops and bishops. Subscription \$3 a year. Circulation 35,000 monthly, guaranteed. Rates 25 cents an agate line. **BENZIGER BROS.**, 30-32 Barclay St., New York.

**THE LIVE STOCK REPORT**, 16-page illustrated market and farm weekly, reaches 15,000 feeders, breeders and farmers. Rates: less than 500 lines, 7 cts.; 500 to 1,000 lines, 5 cts.; 1,000 to 2,500 lines, 3 cents; over 2,500 lines, 4 cts. It's cheap but it's good. For evidence, sample copy, etc., address **THE LIVE STOCK REPORT**, Union Stock Yards, Chicago.

**50,000 GUARANTEED** circulation, 15 cents a line. That's what the **PATH-FINDER** offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

## EXCHANGE.

**EXCHANGE** what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK.** There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 10 cents per line each insertion. Send along your advertisement.

## FOR SALE.

**FOR SALE**—Three cyl. presses good as new; 5 Wash. presses. Big bargains in chases and rubber blankets. Wanted: 3 Vaughan Ideals; 2 Mac's job presses. **WALKER CO., Madison, Wis.**

**FOR SALE**—Goss Perfecting Press, 4 and 8 pages, 6, 7 or 8 columns, first-class condition. Complete stereotyping outfit, shafting, pulleys, etc. Price very low. Address "**PERKS**," care Printers' Ink.

**FOR SALE**—Cox Duplex Flat Bed Perfecting Press, latest Angle-Bar pattern, prints 4, 6 or 8 pages of six or seven columns, and 6, 12 or 16 pages of magazine size; used only a short time; first class in every respect, and can be had at a bargain as we are putting in a larger press. **ARTHUR CAPPEL, Topeka, Kansas.**

**FOR SALE**—Four castings, 2 tall cutters, 1 shaver, 2 melting pots. This is Hoe's standard stereotype machinery, has been used for eighteen months and is now displaced to make room for autotypes. It is in first-class condition and will produce perfect plates of the following sizes: Six, seven or eight columns 31 7/8 inches long and 7 1/8 inch thick. Address "**PUBLISHING**," Tribune, Chicago.

## ADVERTISEMENT CONSTRUCTORS.

**BUSINESS LIFTER** constructs advertising. Southfield Bldg., Cleveland, O.

**I WRITE** ads that draw trade. Sample free. **J. H. LARIMORE, Westerville, Ohio.**

**I WRITE** business-bringing advertising literature. **L. F. SNEERINGER, Alton, Ill.**

**SPECIAL** cuts and special writing for every retail business. Very low rates for **ART LEAGUE, New York.**

**I WRITE** ads that pull and bring business. Write to me—do it to-day. **PAUL L. SMITH, 222 Davis St., Evanston, Ill.**

**ADVERTISEMENTS**, booklets, folders, written and printed. **GEO. W. WAGENSELLER, Middleburg, Pennsylvania.**

**HENRY FERRIS**, his **HF** mark. 518-520 Drexel Building, Philadelphia. Advertiser. Systems devised and introduced.

**HOW** to obtain a Booklet as complete as yesterday, as absorbing as to-day or as modern as to-morrow—ask **C. P. KARR, of Plainfield, N. J.**

**I WRITE** follow-up letters, envelope slips, booklets, folders and catalogues. Ask questions, I'll answer promptly. **MILLER GILBERT, 1236 N. 31st St., Philadelphia.**

**IDEAS** well conceived, well carried out, are distinguishing points of my advertising work—so clients say. **WM. H. BESACK, 934 Barnett Ave., Kansas City, Kansas.**

**FRESH**, snappy, sensible ad-copy by mail, promptly, prepared from data furnished. Only 3 good concerns wanted, but at once. Address "**B.**" care Printers' Ink.

**NEWSPAPER** advertising for haberdashers. An writing for men's department largest store south of New York. **A. OWEN PENNEY, 519 E. Capitol St., Washington, D. C.**

**JOHNSTON**, of Printers' Ink Press, does all kinds of printing in an up-to-date style. He writes better ads than most people. Address **W. JOHNSTON, 45 Rose St., New York.**

**GRANTED**—you want the services of an advertising man. But whose? Probably the services of the man who can show he has done plenty of good work for other business men. Say I send my evidence! **BENJAMIN SHERBOW, Advertiser, 1019-21 Market St., Philadelphia.**

**A1 "JINGLE"** for A1 advertisers. **MARY B. THAYER, 8 Gallop St., Providence, R. I.**

**ADDING** my fee to the cost of a booklet is like paying a bit more for powder to make the gun carry further. That's an investment that pays. Consultation free. **ROSS D. BRENNER, 150-25 Cresent St., Philadelphia.**

## I WILL TAKE BOSTON

**I** selling agency for a good typewriter, typewriter furniture and office supplies and sell them and supply agents to push their sale. All kinds of advertising done. Catalogue writing a specialty. Write me and allow me to tell you all about it. **C. B. PERKINS, 367 Atlantic Ave., Boston, Mass.**

**DRUGGISTS'** advertising is a specialty with me. There's plenty of swing and life in my ads for Retailers. If you want as samples four six-inch single-column ads, or smaller, they will cost you \$2. I can't give you more at the price except on contract.

Just write.

**MERRITT BUTLER,**

130 Prospect St.,

Pasaic, N. J.

**ADWRITERS** and designers should use this column to increase their business. The price is only 10 cents a line, being the cheapest of any medium publisher considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK, 10 Spruce St., New York.**

**"A"** ADS attractive, pointed, terse. Ads in bright and flowing verse. Ringing, rolling, rousing rhymes. Musical as sweet bells' chimes. Ads that burn into the brain. Ads that don't appeal in vain. Ads with thought in every line. Selling goods their chief design.

That's the class of work done by "**JACK THE JINGLER**," 19 Spruce St., New York City.

## "SELLING MORE GOODS.

"Helping the salesman to sell them. Selling them without the aid of salesman."

A booklet of mine treating of the all-important question of increasing sales. An experience of ten years as advertiser for large manufacturing and wholesale concerns qualifies me to speak on this subject from a strictly practical standpoint. Write for a copy, whether you are a manufacturer, wholesaler or retailer. It's free. **EDMUND BARTLETT, Advertising Specialist, Am. Tract Bldg., New York.**

**MAIL-ORDER ADVERTISING**—Ads, booklets, follow-up letters **THAT PAY.** One man is writing 50 per cent of the successful mail order advertising of this country. He is Eugene Katz, of Chicago. Those who are about to embark in the mail-order business, those who are already in it and are not meeting with success, as well as those who need new advertising matter prepared, should write him. He is not the cheapest work, but the very best. Samples of his work for the leading successful medical, financial, agents and scheme advertisers can be seen in every principal daily, weekly, monthly and magazine in the U. S. and Great Britain. He plans, writes and guides the entire campaign. If you would rather pay a little more for the successful address **EUGENE KATZ, Boyce Bldg., Chicago.**

## YOUR ACTUAL TARGET.

**Y**ou need not give a thought to the man who already knows you and your goods. Your advertising should be aimed exclusively at the vast army of those who so far know nothing of either, and it is "up to you" to suggest promising possibilities to that mass of hitherto indifference. In these days of keen and clever competition strangers always take your business "measure" with what you send them—**DON'T FORGET THAT.** For those who don't forget "that" I build on anti-torpid lines.

Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Newspaper and Magazine Ads, etc., etc.

Upon receipt of letters suggestive of new business I gladly send by mail Samples of my "doings," which sometimes create a desire for like "things" in the bosom of my correspondent—that's why I send them. So postal cards, please.

**FRANCIS I. MAULE,**

No. 27,

400 Sansom St., Philadelphia, Pa.

If the general advertiser did less advertising local dealers would have to do more. People rely upon the information contained in advertising, and someone must supply the demand.—*Progressive Advertiser*.

THE home is the crucible where most advertising claims are tested. If the goods fail to measure up to the belief which the advertising has inspired, it's then that advertising becomes a boomerang rather than a benefit to the advertiser.—*Jed Scarboro.*

**Displayed Advertisements.**

30 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

TO THE

**HARTFORD TIMES**

The American Newspaper Directory for 1933 records the largest

### DAILY CIRCULATION IN CONNECTICUT

**TO THE**

## Evening Capital News

Published daily, at Boise, Idaho, the American Newspaper Directory for 1903 accords the largest circulation in Idaho.

TO

## The State, Columbia, S. C.

**The American Newspaper Directory for 1903 gives a higher circulation rating than is accorded to any other daily published**

## IN THE TWO CAROLINAS

**CANADA:**

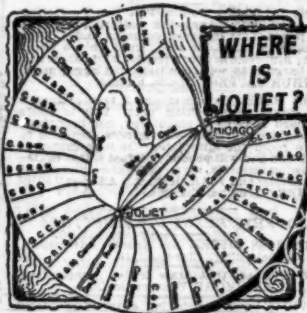
**CANADIAN ADVERTISING** is best done by **THE DESBARATS ADVERTISING AG'Y.** Montreal.

**TO THE**

**MERIDEN PRESS**

issued daily, the American Newspaper Directory for 1968 gives a circulation rating more than three times greater than is accorded to any other periodical.

**PUBLISHED IN MISSISSIPPI.**



## Results Count.

Joliet is a progressive city of 40,000.

# The Joliet Daily News

is the leading paper with a circulation of **6,869**. No street sales. It is a compliment to have any advertiser examine its circulation claims. Copies printed don't count.

H. E. BALDWIN, Adv. Mgr.

Geo. P. Rowell & Co.,

ADVERTISING AGENTS.

### Writing, Printing, Placing and Illustrating of Advertisements.

**Taking Care of all Mechanical and Technical Details Without Extra Cost to Advertisers.**

**10 Spruce St.,**

**New York.**

*At last  
the Central West  
has an established  
high-grade magazine!*

## The World To-Day

(A name typical of its character.)

An Illustrated Magazine of Information.

*Two years old.* A substantial circulation, with 95 per cent of it west of the Alleghenies.

Subscription price, 25 cents per copy; \$3.00 per year.

Anequitable advertising rate.

PUBLICATION OFFICES

67 Wabash Ave., Chicago

W. J. THOMPSON

156 Fifth Avenue, New York City  
Eastern Representative.

On request sample copy will be gladly sent.

"Don't use it unless it pays you."

## The Fort Worth TELEGRAM

Fort Worth, Texas,

NOW GUARANTEED

**8,000 Circulation**

The only evening paper and the only Associated Press newspaper in a city that is growing at a rate of 10,000 annually.

Advertising taken through any responsible Newspaper Advertising Agency. Information and rate cards cheerfully furnished.

No Foreign Representatives.

**The Fort Worth Telegram  
Company**

C. D. Reimers,  
Pres. and Pub.

T. R. Tingle,  
Bus. Mgr.

The price of the American Newspaper Directory is Ten Dollars — net cash, all transportation charges prepaid.

# ROWELL'S AMERICAN NEWSPAPER DIRECTORY

THIRTY-FIFTH YEAR.

**Over 1400 Pages.**

This work is the source of information on Newspaper Statistics in the United States and Canada.

It gives a brief description of each place in which newspapers are published, population, railroads, local industries, name and location of county, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class, Nationality, etc.

It gives the Frequency of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives a separate list of all newspapers having a Sunday issue.

It gives a list of all Class Publications (Religious, Agricultural, Medical, Trade, in Foreign Languages, etc.), and a complete index to each class.

It contains maps of each State, showing towns in which there are newspapers with more than 1,000 circulation.

It also contains other valuable tabulations and classifications.

## IT TELLS THE CIRCULATION AND TELLS IT TRULY.

It gives the present Circulation—as well as for a series of years past, thus enabling an advertiser to determine the probable future.

It gives a separate list of all papers rated in the body of the book with a circulation of over one thousand.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the circulation of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the Directory reports correct. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

GEO. P. ROWELL & CO., Publishers,  
10 Spruce Street, New York.

**WHEN**

a strong Republican two-cent  
evening paper like

# The Jersey City Evening Journal

has far the largest circulation  
in a Democratic stronghold  
that means something that  
shrewd advertisers appreciate.

**DAILY AVERAGE CIRCULATION :**

1890—14,486. 1900—15,106.

1901—15,891. 1902—17,532.

# 1903—18,460

**A HOME, Not a Street  
Circulation.**

**MILLIONS!!**

of dollars' worth

of American goods are sold di-  
rect to merchants in **BRITISH  
COLUMBIA**. Do you want  
a share of this trade?

**The Colonist**

Established in 1858.

**VICTORIA, B. C.**

*"Covers the entire  
province."*

**SUBSCRIPTION RATES :**

Daily (including Sunday),  
\$6.00 per year.

Semi-Weekly, \$1.00 per year.

**The Colonist Printing and  
Publishing Co., Ltd.**

**VICTORIA, B. C.**

# The St. Paul Globe

**Circulation Jan. 1st., 1903, 31,050.**

**Average Circulation for month  
of December, 1902, 28,398.**

The Globe's increase in circulation and advertising patronage the  
last six months has been greater than that of any other Twin City  
newspaper. *Largest St. Paul morning circulation. Books  
open to all interested.*

**THE GLOBE CO., St. Paul, Minn.**

**M. F. KAIN, Business Manager.**

**Foreign Representatives :**

**CHAS. H. EDDY,** Tel. 2971.-John  
10 Spruce St., NEW YORK CITY.

**F. S. WEBB,** Tel. Main 2467  
87 Washington St., CHICAGO.



# To Advertisers

---

According to the American Newspaper Directory of October, 1902, the two other English evening papers of Milwaukee are each given a rating of over 20,000 circulation. The Journal Company guarantees advertisers that the PAID CITY CIRCULATION alone of *The Milwaukee Journal* is larger than is the PAID TOTAL CIRCULATION of either of those papers, and greater than is their combined paid city circulations. The PAID CITY CIRCULATION of *The Journal* is not so high as 20,000. *The Journal* will pay to Mr. Rowell or to any other advertiser using *The Journal* and either or both of those papers the sum of \$1,000 in cash if he or they can disprove, with the records of the papers referred to, this claim of The Journal Company. *The Journal* hereby consents to be represented by the representative of the Association of American Advertisers. The PAID TOTAL CIRCULATION of *The Journal* is double that of either and greater than is the PAID CIRCULATION of the TWO COMBINED.

---

## The Journal Co.

STEPHEN B. SMITH,  
30 Tribune Bldg., New York.

C. D. BERTOLET,  
Boyce Bldg., Chicago.

These Are the Summer Circulations of

# The Ellis Papers

**THAT PAY:**

Metropolitan and Rural Home

**500,000**

(Rate \$2.00 Per Line.)

The Paragon Monthly

**400,000.**

(Rate \$1.50 Per Line.)

The Gentlewoman

**400,000**

(Rate \$1.50 Per Line.)

The Home Monthly

**400,000**

(Rate \$1.50 Per Line.)

Park's Floral Magazine

**375,000**

(Rate \$1.25 Per Line.)

The above circulations are not only guaranteed but proven.

---

**THE C. E. ELLIS COMPANY,**

713-718 Temple Court,  
NEW YORK.

112 Dearborn Street,  
CHICAGO.

# A JONSON "CRANK"

BUFFALO, N. Y., May 22nd, 1908.

Printers Ink Jonson, New York, N. Y.

DEAR SIR :—A crank by the name of "Wray," a brother printer of mine of this city, showed me yesterday some 25 cent cans of  $\frac{1}{4}$  lb. each of red and other colors. He says you guarantee to match any grade or color for 25 cents a  $\frac{1}{4}$  lb. can. I would like to have your lists and any matter you are able to offer.

Very respectfully yours,

P. J. GREGORY, Buffalo, N. Y.

Job printers throughout the United States have crowned me with all kinds of laurels for being the originator of selling fine job inks in  $\frac{1}{4}$  lb. cans at 25 cents a can. They realize how their profit has formerly been eaten up, not only by the big prices they paid, but by the extra half dollars paid for larger cans than they could use, and which were left to scum over on the shelf. My tin can man states that I am the largest consumer of small cans in the printing ink trade, in this country, and I doubt if I have an equal in any country.

When a man wants a particular color, it is not a wise policy to order more than is needed, as the ink actually becomes a loss after the job is finished. There is no shade or grade manufactured that I cannot match, and if I don't get it right on the first attempt, I ask no clemency.

Send for my new price list containing valuable suggestions about the use of inks, the care of rollers, etc., etc.

ADDRESS

**PRINTERS INK JONSON.**

17 Spruce St.

New York